



COMPANY PROFILE

2012

Somoy Media Limited.
Nasir Trade Center (Level-9)
89, Bir uttam C.R.Dutta Road, Dhaka-1205,
Bangladesh, Phone: +88-02-9670058-65
Email: info@somoynews.tv
www.somoynews.tv

CONFIDENTIALITY STATEMENT

This profile and any associated attachments or additional information provided to you or your firm in conjunction with Somoy media Limited is to be considered confidential information. By accepting delivery of this profile, the recipient agrees that, without prior written permission of Somoy media Limited such recipient will not release this document or discuss the information contained herein, reproduce or make use of this for any purpose other than to familiarize you and your firm with the Somoy media Limited. Distribution of this profile to any person other than the recipient and those persons, if any, retained to advise such recipient with respect, thereto, unauthorized, and any disclosure of any of its contents, without the prior written consent of Somoy media Limited is prohibited.

This is a proposal and profile. It does not imply an offering of securities.

Somoy Media Limited.

Nasir Trade Center (Level-9)
89, Bir Uttam C.R.Dutta Road, Dhaka-1205,
Bangladesh, Phone: **+88-02-9670058-65**
Email: vas@somoynews.tv
www.somoynews.tv

TABLE OF CONTENTS

Sl. No.		Page No.
I.	Introduction	1
II.	Vision & Mission	2
III.	SVAS (Somoy Value Added Services) at a Glance	3
IV.	Product Portfolio	4
V.	Service Details	5-11
VI.	Business, Administrative and Contact Information	12
VI.	Client and Partners	13
VII.	Conclusion	14



INTRODUCTION

Somoy TV is one of the pioneering 24-hour news oriented television channels in Bangladesh. The channel grew up with a band of devoted journalists. Somoy News continues its activities with a view to presenting authentic and politically unbiased news to the audience in the nook and corners of Bangladesh and other parts of the world.

Somoy TV a licensed 24hrs News Channel in Bangladesh, has introduced **SVAS (Somoy Value Added Services)**, as a business, is operating in the Wireless Applications space, developing new applications and wireless-enabling existing ones. Somoy Media Ltd. is a key player in the mobile VAS space, focused on developing and deploying VAS solutions and applications for media, operators and enterprises across the Bangladesh.

SVAS (Somoy Value Added Services) specializes in end-to-end enabling of solutions with managed services which bring together content, technology and device expertise to ensure an enhanced digital experience to customers of Telco's, media houses and enterprises. With key offerings in SMS, IVR & WAP, it's an Innovation centre which showcases market driven, innovative applications along with an inventive team of professionals, forever geared up to deliver cutting edge technologies in an ever changing VAS landscape.

We serve multiple domains in Media, Telecommunications and Enterprises offering innovative solutions in messaging, content, and data bringing to the market a broad bouquet of rich content & creative applications. We endeavor to increase our stake holder's value and maximize customer satisfaction by adhering to quality standards in the technologies, products and services that we deliver and will strive to continually improve the quality of our solutions.



Vision & Mission

Our Business statement:

We are in the business of open source telecom with our products, defining new open standards in all aspects of our customers business, helping them be market leaders.

Our Vision:

SVAS vision is to be a technology integrator and it's aimed at the enablement of human needs fulfillment over mobile device.

Our Mission:

Anytime, anywhere **SVAS** associated with mobile communication device is to ensure that our services deliver the expected when it is needed the most.

Our Values:

As we grow, we are guided by the following values:

- To be passionate about everything we do.
- To listen to our customers and provide them with quality solutions, that is the best value for their money and which brings a smile to their face.
- To maintain our integrity and nurture an open, innovative and fun open source work culture.
- To be a leader, leading a team to success, exceeding expectations in the assigned tasks, or taking new initiatives that create value for the company and the customer.
- To Innovate, newer ideas to change the game, the processes, the engineering.



SVAS (Somoy Value Added Services) at a Glance

Why SVAS

- Maximizing efforts to enhance our customer Business process
- Skilled Project execution and Management
- Highly Innovative
- We constantly strive to bring new technologies to you

Dedicated management

- Ability to run 24 hours a day 7 days a week
- Dedicated Customer Relation managers to take extra care for you
- Dedicated Teams for each segments
- Superb communication facility and efficiency

Adequate logistic support

- Uninterrupted 24 hours power supply
- Commendable working environment for the staff
- Very low employee turn out rate

Our Exclusivity

- A broad Range of Services
- Structured design to ensure quality
- Fast and prompt customer service
- Win a competitive edge in the market with innovations
- Ambitious in long term customer relationship
- Research and development for continuous growth and quality management system
- Educate and train the workforce, to keep up with the changing technologies
- We provide services on very slim margin
- Not just a dumb pipe. We design and deploy goals based campaigns.



Product Portfolio

Mobile Value Added Service (MVAS)

Mobile value-added services (VAS) are those services that offer differentiation and the ability for mobile operators to charge a fixed/premium price. Mobile VAS include non-voice advanced messaging services such as SMS, **SVAS** and wireless data services based on wireless data bearer technologies such as WLAN, GPRS, WAP with VAS applications including mobile gaming. Mobile VAS also includes Voice-Based Services Such as IVR.

SVAS provides a flexible, reliable, and scalable Short Message Service based services to the operators. High messaging volumes with an increasing number of mobile data applications and emerging 3G networks are causing service providers to seek a solution that can handle the explosive growth in SMS traffic. Our SMS solution is a high-performance messaging platform that can support any innovative services and its provisioning.

SVAS Short codes:

16242 for Text SMS

SVAS Connectivity with Telecom Operators:

The Subscribers of the below mentioned Telecom Operators can access our SMS based Services.

Grameen Phone

Robi

Banglalink

Citycell

Airtel

Teletalk



Service Details

Push-Pull SMS Services:

Somoy Media limited has provided Value Added Services (VAS) sector with its innovative SMS enquiry services, media house, online radio and government university are using SVAS's push-pull SMS services to provide vital information through SMS. Push-pull services means a message is initiated by the user and send to a short code number. The user then receives a reply SMS with the requested information. TV Viewer are able to participant in voting/poling in reality show, live show etc.

We can provide to any type of SMS Push-Pull Services as per required by our clients.

Capacity: SVAS's messaging gateway is powered with the highest capacity to handle multiple clients at on go. It has redundancy options enabled with tertiary backup system. It also has the ability to connect with any kind of database and provide any kind enquiry services according to the client's need.

Benefits:

- ✓ Accessible anytime & anywhere
- ✓ An effective value added services
- ✓ Reduce overhead costs
- ✓ Reduce communication gaps

Push SMS Services:

Mobile SMS has become a so much effective communication tool. Corporate, business house and media house, online radio and educational institute have now started to use this new tool to communicate with their customers on a regular basis.

SVAS , as one the leading services provided company in Bangladesh, has been providing push SMS services to the media, corporate, online radio and educational institute etc. it has robust messaging platform with customizable applications for clients to send push SMS with connectivity with all the six telecom operators of the country.



Subscription base Services

Subscription services designed for registration based customers. Customers send SMS through mobile only one time on desire service and they get service alert every day. Subscription based service can be News Related, Sports Related, Media News, Information Based or any other services which customer desire. This service designed for those customers who want to get daily updates without sending SMS every day on their desire service. Customers get their service every day only sending one or more SMS.

SVAS Subscription Based Services:

Somoy TV Regular News: SN

With this service customers can get daily Somoy News updates through SMS. To start this service just type **Start<SPACE> (Keyword) SN and send it to 16242 short code**

Somoy TV Breaking News: BN

Customers can subscribe Breaking News update on their mobile phone through SMS. To start this service just type **Start<SPACE> (Keyword) BN and send it to 16242 short code**

Upcoming Health Tips: HT

Customers can subscribe Chittagong Stock Exchange update on their mobile phone through SMS. To start this service just type **Start<SPACE> (Keyword) HT and send it to 16242**

Upcoming Sports Alert:

Upcoming Jokes:

Upcoming Beauty Tips:

Upcoming Love Quotes:

Upcoming Romantic Message:

Upcoming Smart Phone Update:



Short Code Base Services

VAS (Shared Short Code Service)

Get ready for new age of communication over SMS using SMS Short Codes

World's best marketing tool is now available at your disposal. Get a keyword on our SMS Short code number **16242** to get connected with your customers any where any time. Incoming messages can be directly submitted to your database or you can also view the same from our website.

Short Code Messaging service avails one stop interaction media through which we could interact with our customers directly and conduct various Media Promotion events like Contests/ Survey, Lucky Winner Draw, Bids, Product Enquiries, Lead generation in a cost effective manner.

How it works?

SMS Short code service is primarily used for lead generation or receiving feedbacks from the customers. In a shared short code environment every company which wants to avail this service will be provided with a Keyword (Keyword is a unique identifier for your company on our shared short code. e.g. if, your company's name is XYZ Ltd and you took a keyword say XYZL on our short code then every message which starts with XYZL and a blank space will be forwarded to your panel. In short we recognize the incoming messages on the basis of keywords and forward it to the respective company's account.).

1. SMS the keyword to our short Code (Deciding of keyword depends upon its availability).
2. A reply content given by you is automatically sent to that mobile number.
3. This reply content can be changed as and when required (but on a notice of 24 hours).
4. **Facility 1:** We will now require your email id from you, on which all the responses would be automatically sent. This is done so as to keep your data secured with you only.
Facility 2: We will provide you with a URL along with a user ID and password. And then you can check your MIS (responses) on that screen.
5. The query is sent through SMS on a specified pre-formatted format and keyword to our short code and a confirmation report or a relevant query response will be sent back to him. Client can avail our web or email based reporting interface.



Features

1. Create and edit your own service from our user friendly interface
2. Unlimited Sub Keywords
3. Re-sell sub-keywords on your primary keyword
4. Complete Real Time Web Based + Email Reporting
5. Change replies as many times you want.
6. Check reports from your Control Panel
7. Instant response

URL Posting: Most powerful and easy to configure facility, you could configure a Website URL where the sent message should be posted. Whenever a User sends SMS to the requested Service, the message gets posted to configured URL with 'MSG' as sent message field and 'MSISDN' as Message Sender Mobile Phone Number along with additionally configurable Optional fields like Short Code, Operator, Area Code, Service Code etc.. Thus we could easily integrate our website data to this Messaging using any of our Web Scripting/ programming languages like ASP.NET, ASP, PHP, JSP etc. SMS Forwarding (Optional)

API to receive SMS directly in to your application (charged extra)

Uses of Short Code Services

- **Lead Generation via Short Code**
Add a short code to your marketing prospects and to your potential customer will get an additional channel to respond to. An auto reply text can then be sent back which is quickly followed up with a phone call.
- **Voting Competitions**
These can be set up and through the use of our free SMS API Gateway you can even show the results live online.
- **Store / Branch Finder**
A Short Code can be set up where customers can text in their postcode and an automated reply can immediately go back containing details of their closest store and telephone number.



Our Special Info Bar Base Services

Our Special Services

SVAS is a sister concern of Somoy Media Limited (Somoy TV) that's the reason SVAS can provide our selected valued clients our special info bar text based service on Somoy TV screen. With this service our clients can inform their information to their target audience easily.

WAP/Web Services

WAP (Wireless Application Protocol) is a universal open standard that enables easy and interactive delivery of internet-based services to mobile handsets and other mobile devices. This might not be worth for all linked services, where particular services may require a special WAP Browser usually available at modern mobile phones.

SVAS's WAP (Wireless Application Protocol) Gateway fulfills all the criterion of modern media consumption. It can be text, image, graphics, video, sound, document, record etc it is high-speed, personal, and supports audio and visual content. WAP Gateway interworks between mobile users and Value Added Service Provider (VASP) applications to deliver on-demand Internet-based content to mobile handsets.

We would like to offer a bunch of SMS services to users. User can able to get match update. User can subscribe with **desire keyword** and send to 16242. User can subscribe for this service using single Keyword and get a bundle of necessary information.

Users can able to get following features from WAP based services:

- Video News
- University Result and Seat plan
- Cricket News
- Wallpaper
- Animation
- Audio & Video Song
- Theme
- Game etc.



Subscription

- Video News & Sports News as FREE for WAP subscriber and they will be able to download WAP content as charge as per BTRC rules/ Content.
- Subscribers will get content via WAP link every day.
- This cycle will continue until the user deactivates the service.

Push-Pull: Non-subscribed users would be able to download WAP contents only as regular tariff wise (data charge applicable), subscription charge not applicable.

Voice Broadcasting and Interactive voice response service (IVR):

Somoy provides complete IVR hosting and IVR out sourcing. We can provide your organization with a highly customized and affordable phone service.

Bringing and integrating such highly advanced Voice based Value Added Services have its cost and it might not be feasible for certain breakpoint-average organizations to implement the **Interactive Voice Response (IVR)** for their regular service enhancements and operational efficiency. Hence Somoy outsourced some of the core engines from the western worlds and developing the rest with the existing local research & development team.

This ensures that we can offer you the services to you at the cheapest price possible while not compromising one bit in terms of quality and reliability. This also results in a positive experience to the end user and the entire team who are wrapped up around the IVR services process implementation, development and designing.

We can provide:

- Interactive Voice Response Systems (IVRS)
- IVR Outsourcing
- Bulk Calling Campaigns for Millions of calls
- Voice Broadcasting Dialing Projects
- Campaign Development and Design
- Call Center Outsourcing / Telephone Services



Mobile / Handheld Apps:

Mobile Application:

Somoy Media Ltd. specializes in custom Mobile (J2me, Symbian, Android, iOS, Blackberry, Windows) and web application development; we cover every step of mobile application development – UI design, architecture, coding and testing.

Our strength derives from people forming Somoy professional team. Transparent development approaches, close interaction with our clients built on effective communication and specialization in mobile and web technologies allow our partners easily convey their ideas and requirements while the development efforts are optimized leading to lower cost.

Somoy team of initiative app developers can work independently and contribute their ideas and vision to the client's product. Our mobile and web professionals can easily transfer business language into technical requirements and functional specification.

Oriented company and whether you are Independent Software Vendor requiring additional work force or an End Customer seeking turn-key solution getting started with us is easy. Somoy is flexible enough to find the right approach for any given customer to deliver your product of great quality in due time and budget.



Business, Administrative & Contact Information

- a. **Business name:** Somoy Media Limited.
- b. **Business type:** Private Ltd. Company
- c. **Trade License No. :** 0108774
- d. **Certificate of Incorporation No :** C76895 /09
- e. **Tax Identification Number:** 645039693627
- f. **VAT number:** 19151065027
- g. **Tel:** +8802-9670058-65
- h. **E-mail:** vas@somoynews.tv
- i. **Cell:** +8801964444500
- j. **Physical address:** Nasir Trade Center, 89 Bir Uttam C.R. Dutta Road, Dhaka-1205, Bangladesh.
- k. **Postal Address:** Nasir Trade Center, 89 Bir Uttam C.R. Dutta Road, Dhaka-1205, Bangladesh.

Client and Partners

Technology-



Media & Events-



Educational Institution-



Non-government org-





Conclusion

SVAS's works with all the leading organizations in Bangladesh and they have all have different needs and existing procedures within their need and existing procedures within their organization with which we are effectively tagging along to provide then the most effective and secure services. We are the confident in bring the best at what we do and that's why we are committed to serve you with our dedicated team when you are partner up with us. We believe that your success is our succeeding term, the massive growth mobile phone penetration must be one the biggest social change that we were ever submitted to us a nation, it is quite obvious that this social phenomena eventually impact the way that we trade and pay as well. As pioneer of the mobile base Value Added Service in our country with our innovation and dedication. With the blessings of your clients, we envision establishment and emergence of a VAS in our country which will have its unique and vibrant identify in the world. The future of business lies in how easy it is to access and use the service s by your customer. So, therefore, it is high time for you to become a part of this revolution by partnering with **SVAS (Somoy Value Added Services)**.