

BANGLA INSIDER LTD.

ABOUT US

Bangla Insider Limited has been established in the year 2016 with the aptitude of providing a wide range of Information and Communications Technology (ICT) enabled services. The ability in delivering multi-faceted services of Bangla Insider Limited has made this organization unique and it is the only organization from Bangladesh capable of providing various ICT enabled services ranging from software development to digital marketing. Bangla Insider Limited is a sister concern of Creative Media Limited. Creative Media Limited is one of the leading advertising agencies of Bangladesh working since 1998. The persistent quality service of Creative Media Limited over the last two decades has helped this organization earn both national and international recognition. Such recognition of Creative Media Limited has only been possible to achieve because of its outstanding commitment to quality and innovation.

The foundation of Bangla Insider is based on the principle 'commitment to quality and innovation'. This organization has been established with a vision of ICT empowerment. A large number of exceptionally talented young professionals have joined our journey towards this vision. These exceptionally talented young professionals are driven with the passion of creating something new and bringing innovation to address the needs of our society.

Bangla Insider is proud that it has the team comprised with those passionate professionals. The key striking feature of Bangla Insider is its vision of extending ICT enabled services across Bangladesh and thus playing a significant role in establishing Digital Bangladesh through various activities. Bangladesh has achieved remarkable progress in digital communication in this decade. And the application of digital communication is not confined to the cities only; a villager of a remote area of Bangladesh also has now access to internet. Such tremendous success of Bangladesh has opened a new window of possibility. In the coming years, much more people are going to be connected digitally and application of ICT is going to expand in many new areas. And Bangla Insider is the organization that wants to be a part of the ICT revolution of the country.

The growing demand of digital communication is also exposed to new challenges. Again, though the entire country is now under the digital network, still there are a number of people who have little knowledge about information technology and many of them are unable to get the benefits of digital communication. Thus, discrimination is observed in the society. One key objective of Bangla Insider is to spread the benefits of ICT and empower people with information technology. Bangla Insider envisages creating a society wherein all the citizens will have equal ICT opportunities. The full potential of information technology must be realized and people from all walks of life will enjoy a greater ICT benefit. Bangla Insider believes that ICT is not a luxury, rather it is a necessity. The mission of Bangla Insider Limited is to achieve the status 'ICT for All'. Our mission leads us to come up with innovation and creative ideas for

BANGLA INSIDER LTD.

different types of critical ICT solutions. Bangla Insider dreams of a Bangladesh that will ensure the internet access to its all citizens.

Now-a-days, ICT is considered a highly effective tool for public awareness. And it plays a significant role in raising awareness among the target audience. Therefore, digital communication has become more impactful and far reaching. Bangla Insider is the organization that has huge intervention in the field of digital communication with a special focus on digital marketing. Information is known as power. And Bangla Insider disseminates information among the people to empower them through the means of digital communication. The news portal of Bangla Insider (www.banglainsider.com) is one of the most modern news portals from Bangladesh. Along with updating independent news of Bangladesh and the world, this portal works as the hub of other news sources from Bangladesh and the world. The objective of the news portal of Bangla Insider is to empower people with authentic information and raise awareness on various issues of social concerns of our country.

Bangla Insider Limited is not just an organization; it is a vision that has embarked on the journey for ICT empowerment for the citizens of Bangladesh. The principle that earned huge success for its mother organization, Creative Media Limited, will guide Bangla Insider too. This is why 'the commitment to quality and innovation' is the key principle of Bangla Insider. Bangla Insider offers critical ICT solutions for the critical challenges of the present time. The combination of various ICT supports and news portal of Bangla Insider is ready to provide a 360-degree service in the field of information, communications and technology. The journey for ICT empowerment for all the citizens of Bangladesh will be led by the innovation at hands of the exceptionally talented young professionals of Bangladesh Insider.

BANGLA INSIDER LTD.

AT A GLANCE

Company Name	Bangla Insider Limited
Category of the Company	ICT Enable Services
Year of Establishment	2016
Governing Body	Syed Borhan Kabir (Chairman) Md. Ariful Islam (Managing Director) Mahabubur Rahaman (Director) Ayon Debnath (Director)
Address of the Office	House – 43 (Level – 5), Road - 26 (Old – 27) Dhanmondi, Dhaka-1209. Bangladesh
Telephone	+8802 9123677 Mobile: +8801711525397, +8801717083404
Email	info@banglainsiderltd.com
Website	www.banglainsiderltd.com
Social Media Addresses	www.facebook.com/BanglaInsiderOnline www.twitter.com/bangla_insider www.instagram.com/bangla_insider
Trade License Number	0132897
TIN Number	769648828403
Business Competitiveness	Highest quality assurance Innovation and creativity Comprehensive service delivery Led by talented and passionate professionals High quality technical equipments Organization with social responsibility Meeting the demand of the clients with perfection
Services	Software development and maintenance Mobile app development and maintenance Website Development Digital marketing (Facebook, Twitter, Instagram, Youtube) Marketing via news portal
Slogan	<i>ICT is not a luxury but a necessity</i>

BANGLA INSIDER LTD.

SERVICES OF BANGLA INSIDER LIMITED : AT A GLANCE

KEY SERVICE	DETAILS OF THE SERVICE
Domain and Hosting	<ul style="list-style-type: none">✚ Domain registration (.com, .org, .com.bd etc.)✚ Hosting services in USA based server
Website Development	<ul style="list-style-type: none">✚ Dynamic and interactive website development✚ Content uploading and management system✚ Search engine optimization (SEO) for improved search results
Mobile Application Development	<ul style="list-style-type: none">✚ Developing all kinds of mobile applications and other tools of mobile advertising
Social Media Marketing	<ul style="list-style-type: none">✚ All types of advertising via Facebook✚ All types of advertising via YouTube✚ All types of advertising via Instagram✚ All types of advertising via Twitter✚ Digital advertising via google adword
SMS and Email Marketing	<ul style="list-style-type: none">✚ Complete SMS marketing solutions by our own server✚ Dedicated email marketing solutions by our own server
E-book/flip Book Making	<ul style="list-style-type: none">✚ Complete e-book/flip book making services

BANGLA INSIDER LIMITED : DETAILED SERVICES

SL No	SERVICE	DETAILS
01	Domain	<ul style="list-style-type: none">✦ Domain registration✦ Dedicated staff
02	Hosting	<ul style="list-style-type: none">✦ Providing hosting services
03	Website Development	<ul style="list-style-type: none">✦ Interactive website✦ Using HTML, CSS, PHP✦ Using CMS of Wordpress✦ Dedicated staff
04	Search Engine Optimization (SEO)	<ul style="list-style-type: none">✦ For improved search results based on keywords
05	Android App Development	<ul style="list-style-type: none">✦ App development and content management✦ Dedicated staff
06	IOS App Development	<ul style="list-style-type: none">✦ App development and content management✦ Dedicated staff
07	Facebook Page Maintenance	<ul style="list-style-type: none">✦ Creating Profile Picture✦ Profile Picture Designing✦ Cover picture designing✦ Regular updating✦ Post Designing✦ Replying to inbox messages✦ Replying to comments✦ Following up insights data✦ Dedicated staff
08	Facebook Page Promotion	<ul style="list-style-type: none">✦ Promoting page for likes✦ Designing images for campaign✦ Monitoring campaign✦ Creative content development and uploading✦ Dedicated staff
09	Facebook Post Boosting	<ul style="list-style-type: none">✦ Sponsored boosting✦ Monitoring the campaign✦ Following up insights data✦ Dedicated staff
10	Facebook Profile Campaign	<ul style="list-style-type: none">✦ Change photo for festival or event✦ Dedicated staff

BANGLA INSIDER LTD.

11	Facebook Page Verification	<ul style="list-style-type: none"> ✚ Service by outsourcing
12	Facebook Live	<ul style="list-style-type: none"> ✚ Dedicated staff
13	YouTube Channel Maintenance	<ul style="list-style-type: none"> ✚ Creating YouTube channel ✚ Profile photo designing ✚ Cover photo designing ✚ Content upload and information ✚ Relying to comments ✚ Following up insights data ✚ Dedicated staff
14	YouTube Advertisement	<ul style="list-style-type: none"> ✚ Pre-roll advertising ✚ Mid-roll advertising ✚ Banner advertising ✚ Dedicated staff
15	Twitter Account Maintenance	<ul style="list-style-type: none"> ✚ Creating Twitter account ✚ Profile photo designing ✚ Cover photo designing ✚ Updating information ✚ Post updating (Tweeting) ✚ Replying to the comments ✚ Replying to the inbox messages ✚ Dedicated staff
16	Twitter Follower Campaign	<ul style="list-style-type: none"> ✚ Boosting for increasing followers ✚ Monitoring the campaign ✚ Dedicated staff
17	Instagram Account Maintenance	<ul style="list-style-type: none"> ✚ Creating Instagram account ✚ Profile photo designing ✚ Cover photo designing ✚ Updating information ✚ Post updating ✚ Replying to the comments ✚ Following up insights data ✚ Dedicated staff
18	Instagram Post Promotion	<ul style="list-style-type: none"> ✚ Sponsored boosting ✚ Monitoring the campaign ✚ Following up insights data ✚ Dedicated staff

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19	SMS Campaign	<ul style="list-style-type: none">✚ Sending SMS from the server✚ Sender as the number✚ Dedicated staff
20	E-book/flip book Making	<ul style="list-style-type: none">✚ Complete package service✚ Dedicated staff
21	Online Event	<ul style="list-style-type: none">✚ Full package plan for digital marketing✚ Following up insights data✚ Dedicated staff
22	Email Marketing	<ul style="list-style-type: none">✚ Email marketing solutions✚ By outsourcing

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DOMAIN NAME REGISTRATION AND HOSTING SERVICE

Domain name is the virtual identity of individual's or a company or organization. It serves as a label of an internet resources. And hosting is a service that provides accessibility to individuals or companies using "www". Today, this is becoming very popular worldwide and many companies are providing "domain name registration and hosting services". Bangla Insider is one of them. Bangla insider is providing domain name registration and hosting services.

WEBSITE DEVELOPMENT

Website development is a big term as this stands for creating websites on internet for individuals or for companies and organizations. It is a great way to showcase individual's work as well as a company's profile or overview. This is not the end, today many online marketers are targeting online selling for their products or services. Today this has become very much important for a corporate company to have its own website and for that, Bangla Insider is there to help you out. Bangla Insider has launched a new service for creating and developing websites for individual or corporate companies with perfection.

SOCIAL MEDIA MARKETING

Social media marketing means the use of social media services to promote a product or service on the internet. This is 21st century, who doesn't want publicity? Today, this is the era of social media service where everyone is on facebook or twitter or google or in youtube. So it is very easy for marketers to attract customers via these social media services. And Bangla Insider provides marketing solutions for the marketers by providing social media marketing services.

SMS AND E-MAIL SOLUTION

SMS and E-mail service is a great way to serve public benefit or organizational purposes. Bangla Insider gives this bulk SMS and email solution service for almost every organization or individual. Whether you are sending a single reminder message or a bulk SMS campaign to all of your customers, Bangla insider will ensure that the target audience receives SMS and email. This service of Bangla Insider this will be a reliable, safe and easy.

BANGLA INSIDER LTD.

E-BOOK AND FLIP-BOOK MAKING

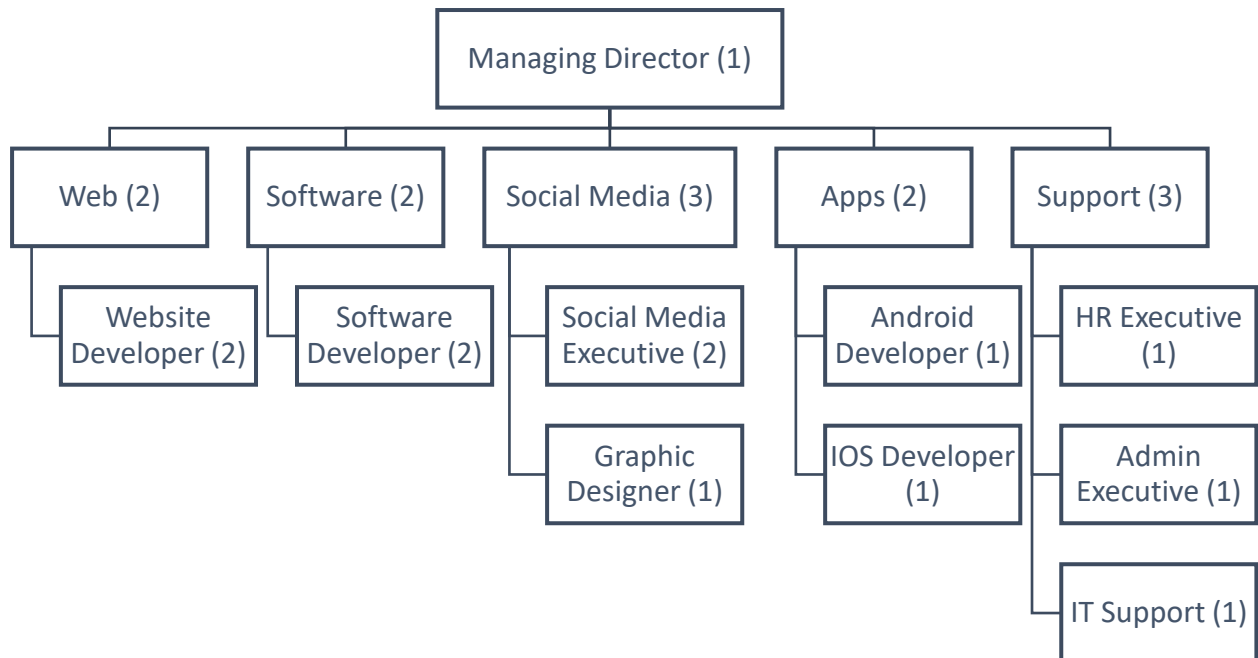
E-book is a virtual version of a printed book. This is an online presentation of traditional printed documents, books, magazines or pictures. Nowadays, this has become very popular among organizations for showing amazing photos or company's overview. Bangla Insider is jumping on this field to give the best e-book or flip book service for companies or individuals based on their needs.

MOBILE APPLICATION DEVELOPMENT

This is the era where from a kid to an elderly person, everyone has a smartphone in hand. With passing time, people are becoming smart and technology is getting smarter. Any kind of information or services are almost in hand with various mobile applications. These mobile applications are not pre-installed by the manufacturer and can be installed later manually from play store. Today, mobile application is a key tool for almost every company or organization to provide best information about their product or services. This is what every company is doing now, creating their own mobile app to provide best service. Bangla Insider is providing the best mobile application development service to help them out.

BANGLA INSIDER LTD.

ORGANOGRAM of Bangla Insidet Limited



Total Staff - 13