Bangla TRAC is one of the premier business groups engaged in providing services in the energy, telecom infrastructure development, information technology, banking & finance, food and hospitality sectors in Bangladesh. The Group has an asset of estimated USD 325, Revenue of USD 250M and Net Worth of USD 115M.

The Group’s vision is to make progress possible through excellence in technology, integrity and unsurpassed customer services. The company principles evolve around the idea of providing high quality customer services with reliability and innovative practices through persistent teamwork of responsible employees.

Through sophisticated services and contemplative practices, the company strives to provide improved and more efficient services to its clients every time. To ensure continuous improvement and growth, the company actively endorses the philosophy of developing and utilizing its human resources, technology and capital with utmost efficacy.
01. To excel as a group engaging in various exciting new project with the objective to make positive impact for all stakeholders.

02. To establish and sustain a long-lasting rapport, understanding individual customer needs and providing innovative solutions accordingly.

03. To provide high quality customer services with reliability and innovative practices through persistent teamwork of responsible employees.
Bangla Trac Ltd.

Bangla TRAC Limited incorporated in 2004, dealing as sole distributor for “Caterpillar” products and services in Bangladesh is renowned by it’s brand name Bangla CAT in the local market. Product portfolio of Bangla CAT ranges from Gas & Diesel Generators, marine engines and construction equipment thus playing role as one of the largest contributors in the sectors of Power Generation and Infrastructure development in the country.

Bangla Trac Communications Ltd.

Bangla TRAC Communications Limited, which was incorporated in 2008, is a licensed International Gateway Service (IGW) providers in Bangladesh. It is premium telecom service provider driven by innovation and commitment to quality. We were one of the first companies to get an IGW License making it a pioneer in this industry sector. Bangla TRAC has diversified its portfolio well beyond the initial core business of premium quality voice termination to Bangladesh.

Acorn Infrastructure Service Ltd.

The company incorporated on June 2010 started operation of 100 MW Heavy Furnace Oil (HFO) based power plant during Q1 2012 under a rental agreement with Bangladesh Power Development Board. The company is in process of establishing another 500 MW HFO & HSD Power Plant which will come into operation on early 2018 and another 100MW HSD in mid-2018. This will make us the third largest independent power producer in the country.

Make progress possible through excellence in technology, integrity and unsurpassed customer services

B-Trac Solutions Ltd.
Our licensed International Internet Gateway (IIG) operation facilitates deeper access into IP landscape of Bangladesh. With its key focus on Wholesale Bandwidth, IP Transit, Bandwidth Exchange, SaaS & Cloud Services, Hosted Data Center Services, Equitel drives cloud adaptation to its customers through IT services design, consultancy and implementation. Equitel serves its customers with IP transit from submarine cable and terrestrial cable in its upstream network.

Bangla Trac Group has entered into a Master Franchise and development agreement with the Burger King AsiaPac Pte Ltd to develop, open and operate BURGER KING® Restaurants in Bangladesh. Under the agreement BURGER KING® has granted Tiffin Box the exclusive right to develop, establish and operate direct owned BURGER KING® Restaurants in Bangladesh. Tiffin box was prompt to launch four restaurant outlets within five months of agreement signing.

Thane System started its operation during the year 2009 with a call center license from Bangladesh Telecom Regulatory Commission (BTRC). The license covered both local and international operation and it started serving the outsourced services of the key local mobile operators including GrameenPhone & Robi and different international calling card operators in Europe and North America.

We evolve around the idea of providing high quality customer services with reliability and innovative practices.
Mr. Nazim Asadul Haque is the Chairman of Bangla Trac Communications Limited, AISL, B-Trac Technologies Limited and tiffin Box Limited.

He completed his graduation, from Royal Holloway, University of London and completed his Masters from the London School of Economics, U.K.

He started his carrier with Goldman Sachs International in London and then joined as an Associate Director at GETCO Limited, a leading engineering firm in Dhaka.

In the year 2004 Mr. Nazim joined as a Managing Director and CEO of Bangla Trac Limited. Mr. Haque, during his 14 years of business career, has business and entrepreneurial experience in engineering, telecommunication and power sectors.

Currently Mr. Nazim is also the Director in other various private limited companies.
Mr. Tarique Ekramul Haque is the MD and Director of Bangla Trac Limited.

He did his BA Honors in Economics from the University of Manchester in UK and an MSc. in Accounting & Finance from London School of Economics, UK.

He worked with Goldman Sachs in London for a few years after completing his education and then returned to Bangladesh in 2004 to lead Bangla Trac Limited.

Tarique is also active in the telecom initiatives of the group and is a director on the boards of some leading institutions in Bangladesh.

Chairman of Bangla Trac Ltd. & MD of Bangla Trac Communications Ltd.

Director of Bangla Trac Communications Ltd. & AISL.
KEY STRENGTH

We Achieved Throughout Our Journey

Dominant presence in B2B market segment

Proven experience of faster market acquisition

Core Competencies

Rapid market access through group portfolio

Financial strength
DOMINANT PRESENCE IN B2B MARKET SEGMENT

Bangla Trac has strong presence in B2B market segment in Bangladesh across the power and ICT industry

- **35000 MW of industrial power being generated by Caterpillar generators supplied by Bangla CAT** - equivalent to 35% of total power supplied to national grid in Bangladesh

- **B-Trac Technologies has a portfolio of 600+ corporate and enterprise clients for its Dell & Acer IT products**

- **Thane Systems has delivered Software & Application Platforms to Corporate and Government - Client list includes the Telecommunication Regulatory Commission & Law enforcing agencies**

- **Bangla CAT has been among top 5 (five) global EPG dealers of Caterpillar**

- **Bangla CAT is the largest Electrical Power Generation (EPG) distributor for Caterpillar in Asia Pacific**
RAPID MARKET PENETRATION

We have proven track record of rapid market penetration in every business we get engaged in.

- Bangla CAT has acquired 60% market share of industrial power generators within a very short period of time since it launched its operation back in 2004 and still maintains leadership in market share. Be a leader in

- Bangla Trac Communications Ltd. has handled the highest volume of international voice traffic to and from Bangladesh within the first year of its operation and still maintaining its position among top three

- B-Trac Technologies has become one of the top distributor of Dell commercial products in Bangladesh within 3 years of operation leaving its decade old competitors behind

- Tiffin Box Ltd. has launched five restaurant outlets within five months of agreement signing as master franchisee in Bangladesh
We have established access to a wide range of industries which includes Power, RMG, Textiles, Pharmaceuticals, Agro Processing, Chemical, and as the largest machine supplier in armed forces division of Bangladesh.

We deal with, power and IT infrastructure of our clients, which established direct access to the decision makers of the industry as the products and services we deal with are the cores for any industry.
Financial Performance
Bangla Trac Group has an estimated asset value of USD 325
Average Annual Turnover of USD 250M and
Net Worth of USD 115M.

Ethical Reporting
Bangla Trac Financial statements are audited by certified Chartered Accountants, Howlader Yunus & Co. Limited, which is a part of Grant Thornton Consulting Bangladesh

Relationship of Financial Institutions
Long lasting business relation with the major banks in Bangladesh
Access to credit facilities both in both local and foreign currencies

International Trade Operation
Average annual credit line of USD $125 M in the form of LC
Current project rollout of USD $375M within Q1 2018

Average Annual Turnover $250 M
Estimated Asset Value of $325 M
Net Worth of $115 M
Average Annual Credit Line of $125 M
Ongoing Project Rollout of $375 M within Q1 2018
Government Vision
Government of Bangladesh has been serious on their “Digital Bangladesh” vision to be successful by 2021. ICT Budget for the FY 2017-2018 $1.6 Billion which is increasing every year.

E-commerce Evolution
Current socio economic condition favours the explosion of E-commerce. Uber made its highest revenue in Dhaka during first six months of launch among any cities in South East Asia.

Digital Transformation
Local industry is under a massive digital transformation where the SMEs are at the early adoption stage in their IT infrastructure and the enterprises are for infrastructure virtualization. 50 million people have been using internet in their mobile phones at the moment as per BCG study.

Demographic Distribution
Among the total population size of 170 million people, 62% are in the age group of 15 - 49 years. According to recent study by BIBS, 20% of the total population is in the middle class income group which will expand to 25% by 2025 and 30% by 2030. 7% of the total population are in the middle and affluent class at the moment spreading in 10 cities which will expand to 17 cities by 2020 and 33 cities by 2025.
**Seemo (Household)**

Seemo is our home security solution having WiFi smart video doorbell with motion sensor, night vision camera and cloud storage which is controlled and monitored from smartphone app.

**Harriken (Food & Restaurant)**

Harriken is a restaurant discovery and rating app platform for food enthusiasts having 3000+ restaurants all over the country.

**Carcopolo (Vehicle & Transport)**

Carcopolo is a mobile based intelligent, smart vehicle tracking service to monitor real time location, over speed, driver performance, fuel consumption and vehicle health checkup.

**Diabtrac (Health & Fitness)**

Diabtrac is an efficient mobile platform to organize, store, manage, access, view and share insulin dosage and blood sugar level with doctors and family members.

**JamKoi (City Traffic)**

JamKoi is a capital based traffic application which provides real time route information and visual data of traffic situation around the town.

**CIMS**

CIMS is a data repository and analytics for Bangladesh citizen information and movement tracking developed for Bangladesh Police.

**In-Trac**

InTrac is an interconnect telecom billing and traffic analysis solution designed to support n-Tier telecom architecture for handling domestic & International voice calls.

**GRM**

GRM is an IoT solution for real time monitoring and proactive notification of industrial equipment like generators and machineries.

**Pay-Trac**

PayTrac is an employee salary management system which allows companies to make their employee pay management more efficient.

**ALMS**

ALMS is a dynamic attendance & leave management system which increases operational efficiency of an organization.
SIGNIFICANT IOT PROJECTS

Project Name: SEEMO (Smart Video Doorbell)  
Project Delivery: September 24th, 2017

PROJECT DESCRIPTION:

SEEMO is an initiative of B-Trac Solutions Ltd. With our home automation and security products and services, we seek to make your family and home more safe and secure. Our advanced product development team ensures quality products with unique features and services.

MAJOR FEATURES:

- Integrate live video feed directly in your mobile or tab.
- Two way communication
- Motion sensor
- Data security ensured both application and physical level.
- Cloud storage all in one device with our advanced app
**PROJECT DESCRIPTION:**

Bangla CAT Generator Remote Monitoring is a data acquisition system. This helps user to remotely monitor generator. BRM also contains a device that collects data from generators and presents them on website. BRM alerts assigned person through email or text message if any problem is faced by the generators. System also allows user to generate customized report which help companies in different ways. With all its features BRM is a monitoring system that helps user to monitor generators continuously without any delay.

**MAJOR FEATURES:**

- Security database
- BRM contains module to receive data from generators.
- BRM contains module to process data from generators and present them on website.
- BRM can monitor core parameters of generators; e.g., temperature, voltage, pressure, etc.
- BRM generates alert when core parameters crosses its limit.
- Also shows alerts given by generators and assigned person through email and text message.
- BRM gives real time alert (approximately 30 seconds delay).
- BRM gives summarized report; e.g. operation hours.
- Fuel consumption report (may vary with generators model).
- Daily log report (does not require an extra person to write periodical data).
- BRM device shows visual display (time based chart).
- It supports auto update. We can update the device remotely from our server.
Carcopolo is an intelligent and smart GPS Vehicle Tracker, lets you track your vehicle with zero installation costs. Carcopolo is a mobile application, utilizes your smart phones (android and iOS both) instead of fixed GPS unit to track your vehicle. All you need to install the tracking application in your smart phone and leave it in your vehicle while on move.

**PROJECT DESCRIPTION:**

Carcopolo is an intelligent and smart GPS Vehicle Tracker, lets you track your vehicle with zero installation costs. Carcopolo is a mobile application, utilizes your smart phones (android and iOS both) instead of fixed GPS unit to track your vehicle. All you need to install the tracking application in your smart phone and leave it in your vehicle while on move.

**MAJOR FEATURES:**

- iOS/Android Solution
- Vehicle Tracking
- Live Map View
- Instant Notifications
- Track on the Go
- Customizable GEOfENCE
- Speed Alerts
- Storing vehicle and driver documents
- Zero installation costs
ON DEMAND VIDEO AND GPS TRACKING FOR BANGLACAT RENTAL enables user to maintain and secure asset and vehicle (heavy equipment and machinery's). Our platform provides GPS tracking, live video streaming and video storage and monitoring of the asset or vehicle. RENTAL will ensure their operation easier as they can monitor their assets anytime, anywhere. RENTAL is the first platform in Bangladesh that provides monitoring and secure of the assets or vehicles with various features.

**PROJECT DESCRIPTION:**

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**MAJOR FEATURES:**

- GPS tracking
- Live video streaming
- Video monitoring and storage
- Usage report
- Mileage report & Fuel report
- Driver and parts monitoring
SIGNIFICANT ENTERPRISE PROJECTS

**Project Name:**
Citizen Information Management System (CIMS)

**Project Delivery:**
September 2016

**Customer:**
Dhaka Metropolitan Police & Police Head Quarter

**PROJECT DESCRIPTION:**
CIMS is an information management system which is used to store information of city dwellers. CIMS also provides complete security of the stored information. Dhaka metropolitan police (DMP) is collecting information of the city dwellers. Initially DMP distributed 22,00,000 (22 lakhs) forms among the citizens of Dhaka and collected 18,00,000 (18 lakhs) forms with citizen information (source: Daily Star). DMP is using CIMS to store all the collected information safely.

**MAJOR FEATURES:**

- Flexible data integration.
- Automatic form scanning.
- Different reports can be generated in several ways; example: Identifying citizen by NID, mobile no, Father/mother’s name, present/permanent address etc.
- Data security ensured both application and physical level.
- Different level of application security ensured for DMP authorized users. For example: A user from one Thana can’t access data from other Thana.
- Every actions like add, edit, search are tracked as audit trial log.
- House change tracking.
- NID verification with election commission (EC).
- Data entry given in Unicode based Bengali and/or English.
- 24/7 call center support (only for DMP)
Central billing and credit management system for all (International Gateway) IGW & IOS licensed from Bangladesh Telecommunication Regulatory Commission (BTRC). This system is being used by the forum to monitor all traffic data of licensed IGWs. IOF records, collects, retains, analyzes any Call Detail Records related data that passes through any of the telecommunication operators system.

**PROJECT DESCRIPTION:**

- Analyze data of all the IGWs with visible analysis capabilities and take regulatory actions
- On demand real time reports, integrated SMS and Email notification system
- Capacity of handling 180 million call detail records a day
- Already processed 140 million minutes without service interruption on a peak day
This solution automated the credit management process of all prepaid carriers of BTC which was being maintained manually in earlier cases. Manual operation caused significant amount of revenue leakage to BTCL, which has been under complete control upon implementation of this solution as the system automatically calculates the remaining balance of individual carrier based on their real time usage and blocks the route as and when required.

**PROJECT DESCRIPTION:**

- Turnkey solution including hardware & software installation, commissioning & integration
- Training for BTCL resource person

**Project Name:**
Prepaid Carrier Monitoring Center (PCMC)

**Project Delivery:**
December 2015

**Customer:**
Bangladesh Telecommunication Company Limited (BTCL)
Pay Trac is an employee salary management system, which allows companies to make their employee pay management more efficient. It is modular based: for example, pay structures can be created based on both employee and company. Salary component, automatic tax calculator and tax rebate by investment are some of the special features of Pay Trac. We will add more features in future to make the system more intelligent, compatible and user friendly.

**PROJECT DESCRIPTION:**

Pay Trac is an employee salary management system, which allows companies to make their employee pay management more efficient. It is modular based: for example, pay structures can be created based on both employee and company. Salary component, automatic tax calculator and tax rebate by investment are some of the special features of Pay Trac. We will add more features in future to make the system more intelligent, compatible and user friendly.

**MAJOR FEATURES:**

- Salary component- Gross, basic salary, house rent, transportation etc.
- Pay structure for both company and employee.
- Automatic tax calculator
- Tax rebate by investment
- Cost center- source of fund
- Monthly salary processing
- View salary- monthly income, breakdown
- Monthly pay slip for employee
Attendance & Leave Management System can generate customized reports of Human Resource Management (HRM). Our system will enable organizations to generate desired reports on demand, ensure flexibility and increase operational efficiency. It is really difficult for organizations to maintain attendance and other required information for 100 employees by using excel or hand written document. Attendance & Leave Management System will give a very easy solution of this problem. Not

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**MAJOR FEATURES:**

**Attendance System:**

- Daily attendance will be updated automatically according to attendance time.
- Manual event entry by authorized person if required
- Synchronization of event data from attendance device
- Attendance approval process

**Leave Management**

- Holiday Calendar Setup
- Leave Type Setup
- Define entitlement
- Entitlement conditions
- Carry forward
- Off/Holiday Mapping.
- Create/Modify User account for accessing into Attendance Module.
- 3rd party hardware integration is possible if the client requires so.
- Number of working days
- Leave balance
- First in last Out
- Through self service employee apply for leave
- Apply for leave on behalf of Supervisor
- Administrative works
In order to support the effective monitoring of the new IGWs, we are striving to provide a Traffic Monitoring and Revenue Assurance System to the BTRC. This system will assist the BTRC to monitor all the data of the new IGWs. With this system BTRC will be able to record, collect, retain, analyze any Call Detail Records related data that passes through any of the telecommunication operators system.

**MAJOR FEATURES:**

- Analyze data of all the IGWs with visible analysis capabilities and take regulatory actions
- On demand real time reports, integrated SMS and Email notification system
Considering the criticality of their IIG operation, we had to design a real time monitoring system that would enable the client to monitor all their nodes. The system was designed to generate real time alarms and notifications (SMS and Email) to alert designated personnel about the incident. The system also has a portal for Equitel's clients to lodge trouble ticket and monitor progress of their request. Since delivery our system has been helping our client to monitor all the critical nodes of their operation more efficiently.

**PROJECT DESCRIPTION:**

Automated monitoring of network nodes and alarm notification system

Web based Trouble ticketing system for customers
The scope of this project was to develop a performance monitoring tool for the client. Our system has enabled B-Trac Int. PTE Ltd. to monitor the real time performance for each of their clients. The dynamic reporting facility of the system enabled them to generate required management report. The system also included automated SMS and Email notifications to intended recipients. The system aimed at improving the operational efficiency by providing time critical information to clients and also allowing their management to take informed decisions.

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**MAJOR FEATURES:**

- CDR based real time performance monitoring for QoS assurance
- Dynamic reporting system for generating customized management reports
OUR VALUABLE CLIENTS
THANK YOU