



*we think and work digitally*

A Digital Innovation that  
Really Matter to People

### ❖ *Why Digital Innovations Needed?*

*Digital Bangladesh* is about forwarding towards a scientific knowledge-based society. ‘Digital Bangladesh’ is a reincarnation of the vision of ‘*Sonar Bangla*’ (Golden Bengal). It aims adequate use of new technologies by all walks of people, which are required in leveraging national progress of Bangladesh in all aspect of development.

Various innovative ideas are required to build a *Digital Bangladesh*. The innovations should be people-friendly and easily usable by those people also who have lesser formal education. The target should emphasize small entrepreneurs, people in hard-to-reach areas, and women; which is a prerequisite for an *inclusive development*.

Now-a-days, many a technologies are being developed based on *cell-phone*. But, in many cases, the innovations are sophisticated and cannot be used by all walks of people. There are solutions for large entrepreneurs in easily accessible areas; but *small entrepreneurs, people in hard-to-reach areas, and woman* are not adequately considered while innovations are made.

### ❖ *Why We Are?*

King Digital Recharge Limited (KDRL) is established to fill-in-the above-mentioned gap in innovations using cell phones. King Digital Recharge System (KDRS) is like a *one-stop solution*- from which using only one SIM card-any cell phone based services can be utilized. KDRS is a unique technology- using which only one SIM can be used to recharge all the different providers in Bangladesh as well as well can be used to utilize all the cell phone based value added services (i.e., mobile banking, bill pay etc.).

The service of KDRL is approved by Bangladesh Telecommunication Regulatory Commission (BTRC). The company is also registered with joint stock company and other related authorities. The legal entities of KDRL are as follows:

- BTRC Ref. No: BTRC/SS/Service/2012-399
- Joint Stock Company Registration # C-105695/12
- Trade License # 02011747
- BTRC Short Code # 16330

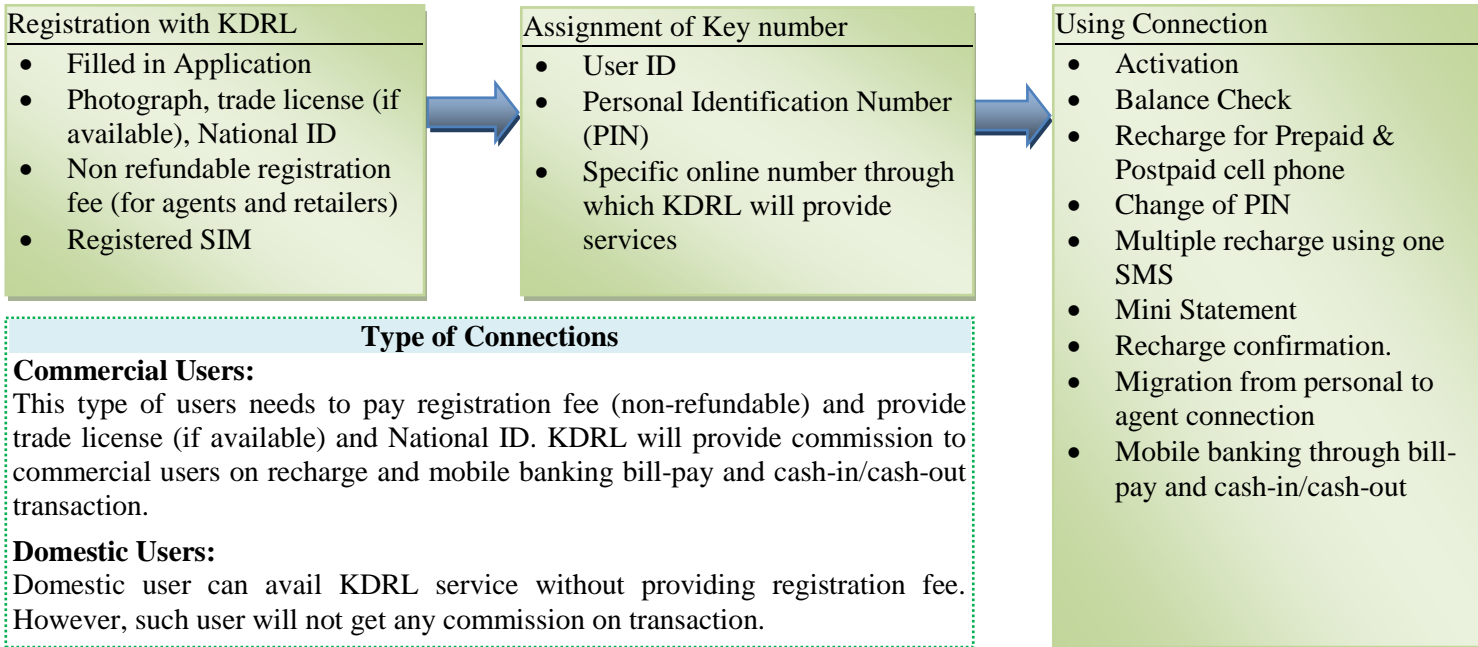
#### ❖ *Key Benefit of our Service in Details*

- Recharge using a single SIM
  - Recharge several different phone numbers using only one SMS
  - Do not require six phone numbers of six mobile operators to recharge any phone numbers.
  - Easy to maintain accounts of recharge, as it requires only one register log.
  - Users do not require buying *load* from six different operators. Rather, users can recharge any numbers (of all operators) using mobile bank cash out or depositing at bank account of KDRL. Hence, maintaining single balance, users can recharge phone numbers of any operators.
- Mobile banking bill-pay using the same SIM

#### Some key features of the Service:

- 24/7 service
- 24/7 help center facilities
- The service allows less capital run business
- Assurance of fast transaction/*load*
- Instant confirmation of each recharge request
- Easy to use and user friendly interface
- Has its own BTRC short code: 16330
- Trustworthy service (as KDRL is the solitary licensed company to do such business)
- Provision of four different types of customized connections for agent, retailer, personal and web users.

## ❖ *Process of Availing KDRL service*



### ❖ *Our Coverage*

KDRL has expanded its operation in almost all districts of Bangladesh. At present, we have a mass people of network across the country. KDRL is providing satisfactory service to its commercial and domestic customers. KDRL wants to increase its customer base in a sustainable manner. KDRL believes in sustainability of the business rather than accruing profit in short time. Therefore, 100% customer retention is the key target of the company. Outstanding customer retention of KDRL indicates that customers are finding KDRL's service as highly functional for their commercial and domestic purpose.

### ❖ *Human Resource at KDRL*

KDRL has in-house experts including experienced engineers. The KDRL staffs go through regular training and motivation sessions; they are also provided with attractive compensation packages and performance-based incentives. As a result, they are adequately trained and committed to dedicate their level best to provide all the technical supports and customer service for 24 × 7.

### ❖ *Management at KDRL*

KDRL has a strong management set-up with competent and efficient personnel with proper reporting system with specific responsibilities. KDRL staff works in a congenial-family environment where they feel that they all are part of a family. KDRL is governed by a Board of Directors, and headed by a Chairman.

The management ensures the following among others:

- Institute division of labor by assigning specific and time-bound job responsibility
- Recruit staff having appropriate qualification, skill and motivation
- Impart adequate appropriate training to the staff
- Ensure use of up-to-date state of the art technologies
- Deploy proven mechanisms for providing highest level of services to clients
- Ensure real time response to any of the complaints/suggestions from clients

- Devise necessary arrangements for timely coping with unforeseen situations; and
- Institute time and cost effective services to the clients

### ❖ *Infrastructural and Logistic Facilities at KDRL*

KDRL HQ is located in the area of Mohammadpur at capital city of Dhaka. The office is situated in such a place from where communication with the other places outside Dhaka is also easy. All the state of the art technologies are used with the expert hands at KDRL. The organization has 90 (ninety) employees. KDRL ensures high speed dedicated internet facilities at every computer and the total office enjoys Wi-Fi facility. 24 hour power back-up is ensured at KDRL by heavy duty generators and total office is air-conditioned. KDRL is well equipped with own transport, land telephone lines, fax and PABX facilities.

### ❖ *Financial Strength of KDRL*

KDRL has a strong and stable financial standing; and maintains regular external audit. It follows all financial and accounting rules set by the Government of Bangladesh.

### ❖ *Challenges*

At Present KDRL is buying required *load/recharge* of Mobile operators from local agents. This process has turned out to be a great shortcoming of the business. Most of the time local agents become unable to provide KDRL with require amount of load. Therefore, rapid expansion of the business requires direct formal interaction between KDRL and Mobile Operators.

❖ *Organogram of KDRL*

