

foodpanda Bangladesh is a part of Rocket Internet, the world's largest internet incubator. foodpanda/hellofood was launched in 2012 and is headquartered in Berlin. The company operates in more than 45 countries in South America, Asia, Eastern Europe and Africa, and currently employs more than 3000 people worldwide, and continues to grow at an impressive speed. foodpanda Bangladesh started its journey in December 2013 and has become the number one food ordering platform in a very short span of time. foodpanda/hellofood is an online food delivery portal that enables customers to order food from the best restaurants and get it delivered to their homes. With an extensive roster of 450+ restaurants available in 3 cities Dhaka, Chittagong, Shylet, foodpanda is a one-stop food delivery service for all.

foodPanda is also available with the free App for Android and iOS devices. The App offers great features such as the possibility of saving favorite restaurants and orders. Furthermore, new customers can also read comments left by previous customers and find discounts and promotional vouchers.

Currently our head office is located in Banani Dhaka and we also have offices in Chwak Bazar Joynagar Chittagong, Amberkhana Ghurni Housing Shylet. All offices are rented on monthly basis.

foodpanda BD Local Team:

Co-founder & MD - Ambareen Reza

Co-founder & MD - Zubair B.A. Siddiky

Organizational Departments:

Executive Management Team

Content and Product Team

Sales/Marketing Team

Operation Team

Accounts and HR

About Rocket Internet

- Started in 2004¹ by serial entrepreneurs **Alexander, Marc & Oliver Samwer**
- Incubated **more than 100 fast growing online companies** all over the world since inception
- Currently **25+ international branch offices** on **all 6 continents** from Africa to South East Asia
- Operated by a **highly talented team** of Business Development, Operations, IT and Online experts
- Currently **15.000+ employees** in more than **60+ start-ups** around the world

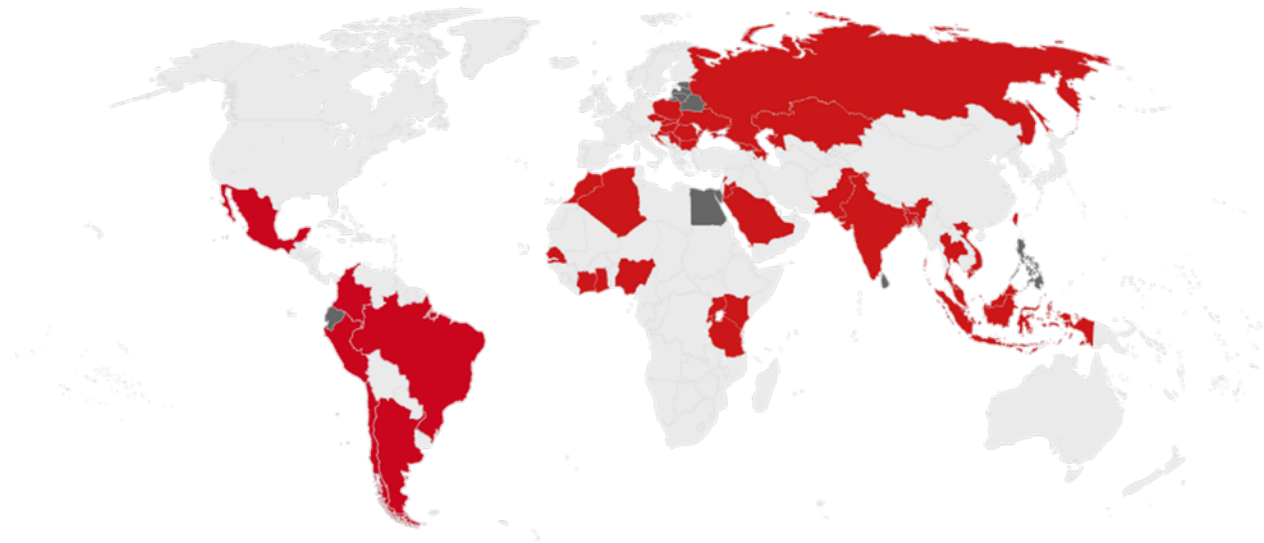


Forbes

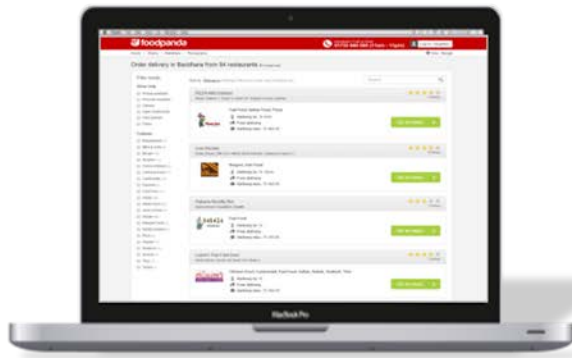
» The Samwers have become pillars of the fast-growing European high-tech investment community and role models for a new breed of homegrown continental entrepreneurs.«

» The Samwer brothers, Alexander, Marc, and Oliver, are among the most successful Internet entrepreneurs and investors in Europe.«

Leading in Eastern Europe, Russia/CIS, Latin America, Middle East and Africa



We are Foodpanda



foodpanda...

- ... is a food delivery marketplace
- ... promotes restaurants via the web and their app
- ... provides customers with a huge choice of cuisines, restaurants and dishes
- ... allows customers to rate restaurants
- ... allows users to order directly from the online menu
- ... routes orders for delivery or take away directly to the restaurant
- ... targets the undecided customer through extensive marketing activities

Our Partner Restaurant

PARTNERS AROUND THE WORLD	PARTNERS IN Bangladesh
  	  
  	  
  	  

Marketing channel: Mobile Cooperations



- foodpanda native app **pre-installed** on all Nokia Asha phones
- Nokia Asha initially released in India, aggressive global roll-out in progress
- foodpanda is releasing it's Windows Phone app in Q2 2014 with Windows' co-marketing



- foodpanda is **pre-installed and featured** in Samsung app-stores in Latin America, Russia and Singapore
- **Pre-installment on all Galaxy Note 3** in Western Africa including special discounts for customers
- Extensive co-marketing and joined PR



Foodpanda App Push Notifications

- Over 7.5 million app downloads until Feb 2014
- Available for iOS, Android and Windows devices
- Targeted push notifications reach large customer base immediately
- Push notifications send 3-5 times per week
- No additional charge for you

Be featured in our push notifications

