

## INSIDE THIS ISSUE:

- **Page 2:**  
*Picture of Robi meeting  
Bangladesh Telco Snippets*
- **Page 3:**  
*Telecommunications industry brief*
- **Page 4:**  
*Ekushey February best wishes  
Special Sales Initiative  
VOiP usage and its effects*
- **Page 5:**  
*Workplace efficiency  
Quote and Biography  
A Laugh a Month*
- **Back Page:**  
*Company Profile  
Did you know?  
Further picture of Robi meeting*



*A glimpse of our Batali Hill office located in Chittagong.*

## Editorial

**W**e start this issue with great optimism as we are once again reverting back to our monthly publications. After having an overhaul of some of the content, we have brought in different snippets of news on the telecommunications industry as well as an industry profile.

We are also glad to highlight some of the internal happenings within AKTL just like every other issue, especially the innovative competitions held at CTG Outer North Zone and AKTL higher managements' meeting with Robi Axiata Ltd.'s top management. Mr. Michael Kuehner has left his position as Robi Axiata Ltd.'s MD & CEO effective from 31st of December 2013 and is being replaced by Mr. Supun Weerasinghe.

We wish Mr. Kuehner all the best with all his future endeavours and welcome Mr. Weerasinghe to his new spearheading role. We have various photos commemorating the meeting and discussions in this issue.

It is also worth mentioning that 'Ekushey February', the International Mother Language day and culmination of the Language movement is this month and we wish everyone best wishes. We hope you enjoy this publication, and any feedback, as always, would be deeply appreciated.

**A**s some of you may already know, Mr Michael Kuehner has completed his successful tenure from his position as MD & CEO of Robi Axiata Ltd. till the end of Dec '13. He is being replaced by Mr. Supun Weerasinghe as of 1st January, 2014. The following meeting was held between higher management of ROBI and AKTL at the Robi Head office in Gulshan Avenue, Dhaka.

*Further pictures can be seen on the following page and the last page of is publication.*



*(from left) Mr. Sohel Mehmud (GM, Head of Operations & IC, AKTL), Mr Manahara Wijeyawikrama (VP, Market Operation, Robi), Mr. Abul Kasem Khan (Director, C.I, AKK), Mr Supun Weerasinghe (incoming MD & CEO, Robi Axiata Ltd), Mr Michael Kuehner (Outgoing MD & CEO, Robi Axiata Ltd), Mr. Muhammad Mehedi Hasan (VP, Marketing Operation Division, Robi) and Mr. Nazrul Islam Salim (GM, Head of Sales, AKTL)*

Continued from Front-page



*Mr. Michael Kuehner (pictured right, outgoing CEO & MD of Robi Axiata Ltd.) receives a crest and shares a moment with our Director, C.I, Mr Abul Kasem Khan (pictured left)*

## Bangladesh Telco Industry Snippets:

### •*Robi Axiata Transfers Towers to Sister Company:*

It is believed that Edotco Bangladesh is reportedly buying network infrastructure owned by Robi Axatia for US\$145 million. However, it is predominantly a transfer of assets between companies as both Edotco and Robi are owned by Malaysia based Axiata Group.

Edotco future plans are said to spend around US\$50 million over the next year, upgrading the network and then lease out capacity to other mobile networks. Robi mentions on its website that it owns 6,000 towers.

### •*Airtel to also sell towers:*

Airtel has also decided to sell its Bangladesh tower assets. According to internal sources, the mobile operator expects at least \$200 million from selling its towers in Airtel Bangladesh. Airtel has approximately 4000 towers in Bangladesh, according to sources.

### •*BTRC to strengthen its monitoring of VoIP Use:*

Bangladesh Telecommunication Regulatory Commission (BTRC) shall monitor the use of internet bandwidth of the international call carriers of the country; it is a bid to track those involved in illegal call termination.

### •*Grameenphone's fall in net profit:*

Grameenphone's net profit fell by 16 percent year-on-year in 2013, the second year of depressed business, after the operator paid higher corporate taxes along with 3G spectrum and 2G renewal fees, while political unrest came as a fresh blow. The country's largest mobile phone operator saw a net profit of Tk 1,470 crore in 2013, against Tk 1,750 crore in the previous year, the company said at a press conference at Dhaka Westin Hotel.

### •*BTRC to create telecom roadmap for 2013-2015:*

BTRC has asked their roadmap drafting committee to incorporate their individual plans, department wise, in order to create a 3 year-telecom roadmap for the country. The intention is to attract foreign investment in order to make existing infrastructure and technologies up-to-date and alligned with international standards.

# Telecommunications Industry brief:

## State of the Telco Industry in Bangladesh:

After a tumultuous time during the final quarters' of the year 2013 for all mobile operators owing down to the political unrest, closure of VoIP connections and other factors, mobile phone operators in the Bangladesh industry are now bouncing back.

As per different sources, it can be said that there is a market of about another further 40-50 crore subscribers to be tapped into in the Bangladeshi market and the operators can try to add 2 crore of users every year.

Bangladesh's telecommunication industry has bounced back with the sale of 1.58 crore new connections in 2013, said an official report. The report shows a growth of nearly 42% from the previous year. The growth was 1.17 crore in 2012, while it had been over 1.6 crore in the previous two years.

With the addition, the total number of active mobile connections currently stands at 11.33 crore. Out of this, the data as of December showed the number of internet users through mobile devices totaled 3.58 crore.

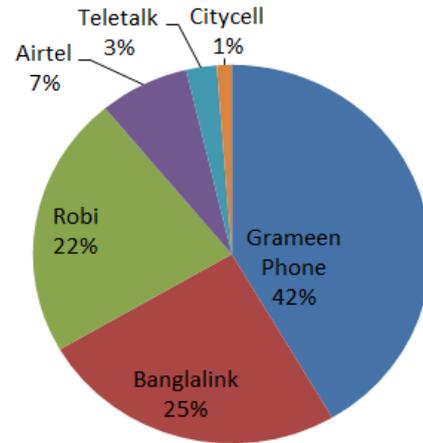
Bangladesh's mobile phone industry began the last year with 9.72 crore active SIMs and around 3 crore mobile internet users. "Mobile operators' performance in adding new subscribers is satisfactory," said a high BTRC official.

As per the end of 2013, Grameenphone is leading the industry with 4.71 crore active subscribers adding new 71 lakh in 2013. In the same year, Robi's subscribers increased 43.6 lakh to 2.53 crore, Banglalink 30 lakh to 2.84 crore and Airtel 12 lakh to 82.7 lakh customers. The state-owned Teletalk achieved 71% growth during the year by the help of 3G launch before other operators. The operator added 16.50 lakh new subscribers, taking the total number to 28.22 lakh. However, Citycell witnessed a fall in subscribers by 2.85 lakh to 13.65 lakh.

With these current figures for the end of the year, 2013 it can be said that the Telecommunications Industry in Bangladesh is set for further growth and expansion. With the proper help and support of the policy-makers and suitable investment by the different operators, the industry can really blossom in the future. The competitiveness in the market already displays the fight for a customer base.

By *Mishel Ali Khan*

**Mobile Operators Market Share Bangladesh**



Operator	Mobile Subscribers Bangladesh
Grameen Phone	47.11
Banglalink	28.39
Robi	25.38
Airtel	8.27
Teletalk	2.82
Citycell	1.37

\*As of the end of December 2013 (in millions), Source: BTRC report

The following section highlights and congratulates the stand-out performers in the AKTL family for the month of January, 2014:

**Best Performing Area-In-Charge (AI)**

**CTG METRO**



**Md. Safiqur Rahman Hossain**  
Metro-4

**OUTER**



**Mr. S.M Azmal Huda Niloy**  
COX Outer North-1

Congratulations go out to Md. Shafiqur Rahman Hossain (CTG Metro-4) for being best performing AI for 5 consecutive months (September till January) in the Chittagong Metro Area. This is a great feat of leadership skills and is acknowledged by our higher management.

**Best Performing Territory-In-Charge (TI)**

**CTG METRO**



**Mr. Selim**  
METRO-2

**CTG North**



**Sonjoy Paul**  
CTG Outer North-3

**CTG South**



**Mr. Shatu Barua**  
CTG Outer South -4

**COX North**



**Md. Mizanul Islam**  
COX Remote-2

**COX South**



**Meghnath Chandra Day**  
COX South - 2

**Best Performing Sales Representatives (SR)**

**CTG METRO**



**Jahedul Islam**  
Metro-2

**CTG North**



**Md. Shafiqul Islam**  
CTG North-2

**CTG South**



**Mr. Mozammel**  
CTG South-1

**COX North**



**Md. Parvaz Mossarof**  
COX North-2

**COX South**



**Md. Faisal**  
COX South- 2



The 21st of February holds a very special place in the heart of every Bangali. It is the day that is commemorated for the freedom to speak in the native language of this region of the world, Bangla. A lot of people went through incredible struggle, hardship and even gave away their lives in order to gain the right to speak the language. These efforts were given international recognition in 1999 by UNESCO, by naming the 21st of February, "International Mother Language Day".

We wish every one of our readers best wishes for 'Ekushey February'.

## Special Sales Initiatives

### CTG Outer North Competitions

Since December, 2013, an innovative sales competition has been taking place in the entire CTG North Zone. The objective of the competition was to build team bonding and bring about efficiency and better performances through healthy competition within each DP house. The competition has been ongoing and the winners' were given trophies based on their performances on key attributes. The three best SRs' of each DP were also handed certificates for their outstanding achievements. We congratulate them on their hard work and success. Selected pictures have been highlighted in this issue, as given below.



(From left), Mr Mozammel (AM, Robi Axiata Ltd), Mr. S.M. Salah Uddin (RM-CTG, AKTL) and Mr. M.M. Sharafat Hossain (ZM-CTG North) during the competition at CTG North-3.



The joyous winning team of CTG Outer North-5 receive their trophy from AKTL's RM-CTG, Mr S.M. Salah Uddin and ZM-CTG Outer North, Mr. M.M Sharafat Ahmed.

## VoIP use and its current impact on Telecom operators in Bangladesh:

Due to illegal VoIP (Voice over Internet Protocol), Grameenphone could not collect Tk. 87 crore from the international gateways (IGWs), and a dispute is going on over due bills worth more than Tk. 120 crore between the mobile operator and the state-run Bangladesh Telecommunications Company Ltd, said the Chief Corporate Affairs officer, of Grameenphone Mr. Mahmud Hossain, to reporters.

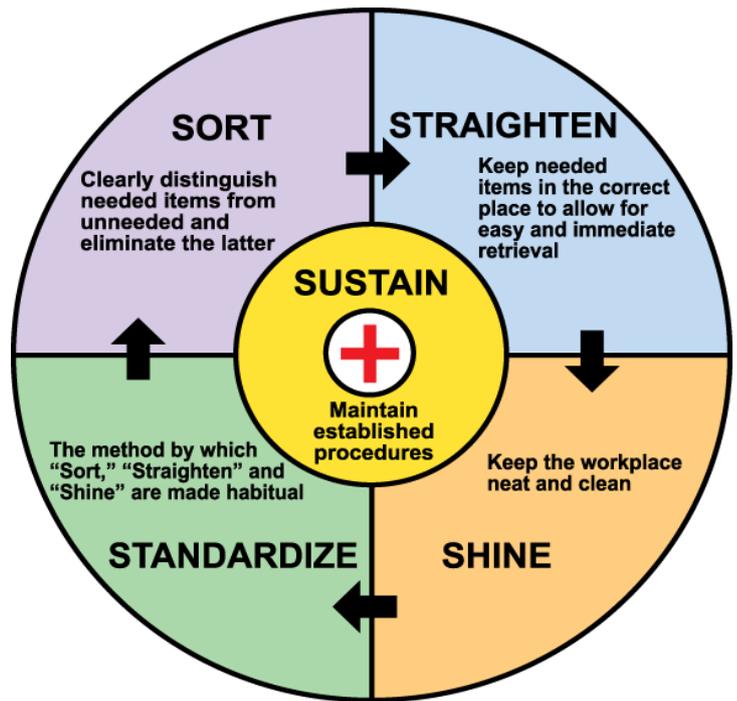
The Executive Vice President of Robi, Mr. Mahmudur Rahman, told the media that his firm had barred 7.50 lakh SIMs which were used for illegal VoIP.

Banglalink also counts huge losses due to illegal VoIP, said a senior director of Banglalink, Mr. Zakiul Islam. A mobile operator gets Tk 0.48 for each minute of a call, but the amount comes down to only Tk 0.18 if illegal VoIP is used, he said.

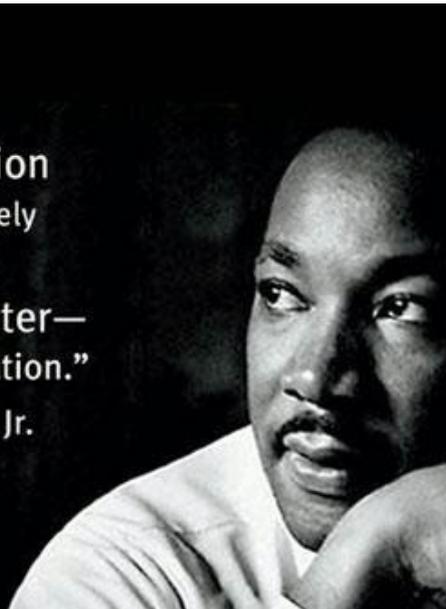
## Improving Efficiency in the Workplace

*5S and its utilization in the workplace:*

5S is the name of a Japanese workplace organizational method that uses a list of five Japanese words: seiri, seiton, seiso, seiketsu, and shitsuke. Transliterated or translated into English, they all start with the letter “S”. They are known as Sort, Straighten, Shine, Standardize and Sustain. The list to the right describes how to organize a work space for efficiency and effectiveness by identifying and storing the items used, maintaining the area and items, and sustaining the new order. The decision-making process usually comes from a dialogue about standardization, which builds understanding among employees of how they should carry out the work. The pictorial to the right demonstrates the different aspects of the 5S system.



“The function of education is to teach one to think intensively and to think critically.  
Intelligence plus character—that is the goal of true education.”  
— Dr. Martin Luther King, Jr.



Dr. Martin Luther King was an American activist, humanitarian and leader in the fight for equal civil rights for different races. He is most famous for his speech: “I have a dream...”. He was non-violent with his fight for humanitarian rights and this is what set him up for receiving the Nobel Peace Prize in 1964. We add him to our quote of the week column as it was Martin Luther King day on the 15th of January. (The day of his birthday). He lived from January 15, 1929 till April 4, 1968.

### *A Joke A Day* Interview Joke

Always self conscious of his lack of ears, whenever Kabir would interview a future employee, he would ask him “what do you notice different about me?”. If the employee would mention his lack of ears (which often they did), it would be a for sure “no” for the job. However if the employee would mention something else, he would hire the guy.

One year, at the yearly Holiday business get together, Kabir approached his most recent hireling and asked him if he remembered the last question he had asked him when interviewing him for the job. “Sure I do” was his reply. “You asked me what was different about you and I said that you were wearing contact lenses.” “Of all things to answer”, Jamal questioned curiously, “why was that the thing you noticed?” “Well, to be honest, it was quite simple. How could you possibly be wearing glasses if you don’t have any ears!”



“WE ARE KNOWN BY THE COMPANIES WE KEEP”

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M.M. Sharafat Hossain

**I**n 2012, AKTD was converted into a separate entity named AK Khan Telecom Ltd (AKTL). Today, AKTL is one of the largest distributors of Robi Axiata Limited in Bangladesh. AKTL has a very large distribution and supply chain set up with an efficient sales force covering a large geographical area of the south eastern part of Bangladesh under the Chittagong Region. AKTL is also operating bKash® M-commerce in Bangladesh for Robi Axiata Limited. AKTL has Point of Sale (POS) coverage of more than 36,000 in its operational area throughout with distribution hubs operating directly and through sub-dealers as channel partners.

### Did you know?

Motorola was the first company to produce a handheld mobile phone. On 3 April 1973, Martin Cooper, a Motorola researcher and executive, made the first mobile telephone call from a handheld subscriber equipment, placing a call to Dr. Joel S. Engel of Bell Labs. The prototype handheld phone used by Dr. Cooper weighed 1.1 kg and measured 23 cm long, 13 cm deep and 4.45 cm wide. The prototype offered a talk time of just 30 minutes and took 10 hours to re-charge.



*Our Director, C.I. Mr Abul Kasem Khan (left) presents and welcomes the newly appointed CEO and MD of Robi Axiata Ltd., Mr Supun Weerasinghe (right) with some welcoming gifts at the meeting between Robi and AKTL high management at the Robi Headquarters in Gulshan Avenue, Dhaka.*