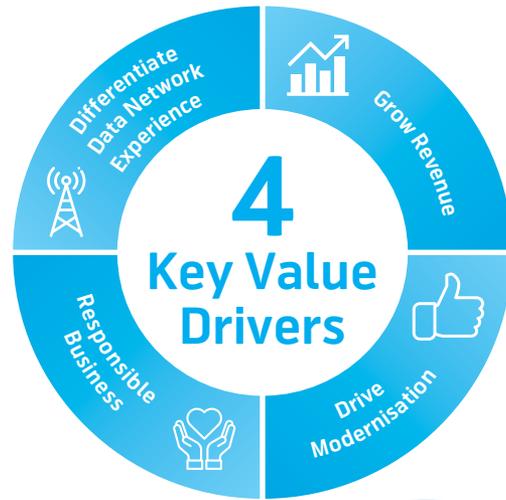


Our Strategy

Grameenphone has been a partner of Bangladesh’s development journey for the last two decades and more, and we continue to see that role being strengthened going ahead in the new Digital Bangladesh. Grameenphone’s Strategic Ambition for 2021-23 is defined as follows: Continue to be the leading technology service provider to unleash the potential of Bangladesh and continue growing shareholder value.

The overarching ambitions in our strategy is bolstered on the following four key Value Drivers:



Differentiate Data Network Experience

We will focus more to ensure the right data network experience to our customers by network investments, implementing a customer-centric operating model and setting up for sustainable future success.

Grow Revenue

Our focus is on maintaining leadership in the market, and at the same time scaling up growth segments. For customers with high-usage, we focus on the best experience and service bundling. For the new entrants into Data, our focus is on 4G handset, USIM conversion, and segmented offers. For everybody, we focus on coverage and personalised offerings to suit their needs.

Drive Modernisation

To support the growth ambition, Grameenphone would be developing an efficient operating model with optimum level of skilled headcount equipped with modernised capabilities in the form of training human resources, scaling up digital channels, retail transformation and service modernisation.

Responsible Business

Grameenphone’s responsible business strategy is built around four building blocks: continue being partner to country development as the foundation, ensuring fully compliant business growth, support Modernisation and resolving pending issues.

Building our capabilities around Customer Focused Data Driven Decisioning will enable us to achieve the strategic ambition.