

QUARTERLY BUSINESS HIGHLIGHTS 2018

Q1

January

February

March

Q2

April

May

June



- On 19 February 2018, Grameenphone obtained approval and became the first mobile operator to launch 4G services in Bangladesh.
- Grameenphone acquired 2x5MHz 4G licence in the 1800MHz frequency band, along with technology neutrality, for its remaining spectrum holdings on 13 February 2018.
- With the aim to provide the best 4G experience, Grameenphone offered 4G SIM replacement with 1.5 GB free data, along with free replacement for high value customers with the help of reinforced market machineries for faster replacement of 4G SIMs.
- 2 co-branded 4G smartphones were launched, offering the most affordable 4G handsets in the market.
- We rolled out 691 sites by March focusing on seamless experience, bringing 43% of the total base under 4G coverage. Modernisation & LTE launch started, reducing power consumption, enhancing capability for coverage expansion both in rural and urban areas.
- Revised startup offer with 0.5 paisa on-net and 1 paisa off-net, strengthening voice proposition 1.5 GB offer at BDT 104.
- Simplified and digitised all customer facing processes to create value, with focus on self-service transformation to increase uptake and reduce call center volume.



- Challenging business environment due to unprecedented rainfall and thunderstorms, along with intense competition in the industry.
- In the quarter, Bangladesh experienced 37% more rainfall with significantly more days of thunderstorm. Storms led to 2.8 times increased incidents of grid power unavailability of more than 8 hours. There were 24% higher commercial power outages in Grameenphone sites.
- We experienced an adverse effect on voice due to Ramadan and World Cup.
- The industry continued to remain very competitive; however, Grameenphone was able to acquire quality subscribers amid the competition, improving annualised churn rates to 13.3%.
- The regulator adjusted the Pay Per Use limit to BDT 5 from BDT 200, adversely affecting our data revenue. We introduced one of our CMP (Contextual Marketing Platform) offers, providing high volume data with low validity, such as 1GB for 12 Hours @ BDT 16, 2GB for 2 days @ BDT 42 and 6GB for 7 days @ BDT 199. We witnessed a 7% growth in daily data users.
- Due to aggressive competition, we saw APPMB (Average Price Per Mega Byte) erosion quarter over quarter of 15.1%.
- In this quarter, we rolled out over 3,000 4G sites along with network modernisation of single RAN (Radio Access Network). We observed a 27% growth in data volume post migration to 4G, along with an improvement on average data active days. We simultaneously reinforced our market machineries for faster replacement of 4G SIMs.
- We enriched our single self-care digital channel for customers, MyGP, and provided access to all Grameenphone services, offers, bonus and rewards. We provided cross channel promotion of Bioscope and WowBox, and also introduced contextual product offering. This led to contribution in revenue and savings.

Q3

July

August

September

Q4

October

November

December



- This was a challenging quarter in terms of competition aggression and the number of regulatory directives implemented.
- Some of the most notable regulatory directives implemented were the reduction of VAT on data, lowered from 15% to 5%. The regulator also unified floor tariff for on-net and off-net voice calls to BDT 0.45 per minute and ceiling tariff set to BDT 2 per minute. Terminating operator will get BDT 0.1 per minute and ICX (Inter Connection Exchange) operator will continue to get BDT 0.04 per minute.
- The introduction of the unified tariff led to aggressive competition on data prices, contributed to significant growth in voice revenue along with growth in APPM (Average Price Per Minute).
- We revised our voice portfolio to engage our customers, launching 135 Mins, 7 Days @ BDT 78 and 200 mins, 10 days @ BDT 113. We also launched a scratch card of 15 Mins, 12 Hours @ BDT 9, which received very positive response from the market.
- Grameenphone focused on system and process readiness for MNP as well as staff training while the industry as a whole also geared up for MNP (Mobile Number Portability) implementation from 01 October 2018.
- During this quarter Grameenphone added 2.2 million subscribers and reached 3.8 million 4G subscribers.
- There was fierce competition in this quarter causing APPMB erosion of 10.8% from the previous quarter, despite growth in data revenue.
- We reached 4 million unique 4G subscribers this quarter, witnessing growth in 4G volume from conversion, along with growth in 3G volume as well. We also increased the number of replacement points and renewed our drive on 4G SIM replacement.
- This quarter we witnessed the highest ever data revenue of one day of BDT 112 million, observed on the day of Eid-ul-Adha.



- The regulator awarded tower sharing licence to four firms, edotco, Summit, ISON and AB High Tech. The companies were allowed till 20 October 2018 to form their companies.
- We put extensive drive on hero voice product 350 min @ BDT 199, and data product of 2GB @ BDT 38, leading to a boost in revenue for the quarter. We revised our daily and weekly packs to monthly packs in order to upgrade customers.
- With continued network modernisation, we reached over 5,000 4G sites at the end of the year, covering 54.6% of our sub-base under 4G. 20% of our daily traffic is now carried over the 4G network. In the quarter we rolled out 429 new 4G, 497 new 3G and 404 new 2G sites. At the end of the year we reached 14,521 2G sites and 14,687 3G sites.
- We added 0.7 million new data subscribers in the quarter, amounting to 37.1 million data customers, 51% of our total sub-base.
- On 13 October 2018, Grameenphone launched its new number series, 013. Proving to be very popular in the market, we acquired 2.9 million subscribers by the end of the year.
- We experienced an early winter effect in November. With focus on basics and quality of execution, we were able to continue acquiring quality subscribers by providing lucrative offers to our retailers with a renewed drive on 4G. We reached 6.3 million 4G SIM replacements at the end of the year.