An initiative of financial inclusion for more than 88% of adult population.....

Mr. Rezaul Hossain
Chief Commercial Officer
bKash Limited
26th Aug,2014

About bKash

Equity Partner

BRAC BANK
আস্থা অবিচল

Money in Motion

IFC International Finance Corporation
World Bank Group

BILL & MELINDA GATES foundation

Technology Partner

VISA

Network Partner

grameenphone

banglalink

রবি

airtel

Regulator

বাংলাদেশ ব্যাংক

bKash TODAY….

2nd biggest operator in the world

More than 95,000 agents

More than 200,000 job creation.

More than 10mil. families involved

Lowest tariff In the world

A life changing story



bKash eco-system is ready ... for the next steps

Convenient solution

bKash Core Competencies

- **95K Agents** — At your door-step
- **Payment** — The launch-pad is ready
- **Convenience seekers** — bKash makes it easy
- **Robust Platform** — The Platform can handle very high volumes
- **Customer Adoption** — Tech adoption is high in Bangladesh

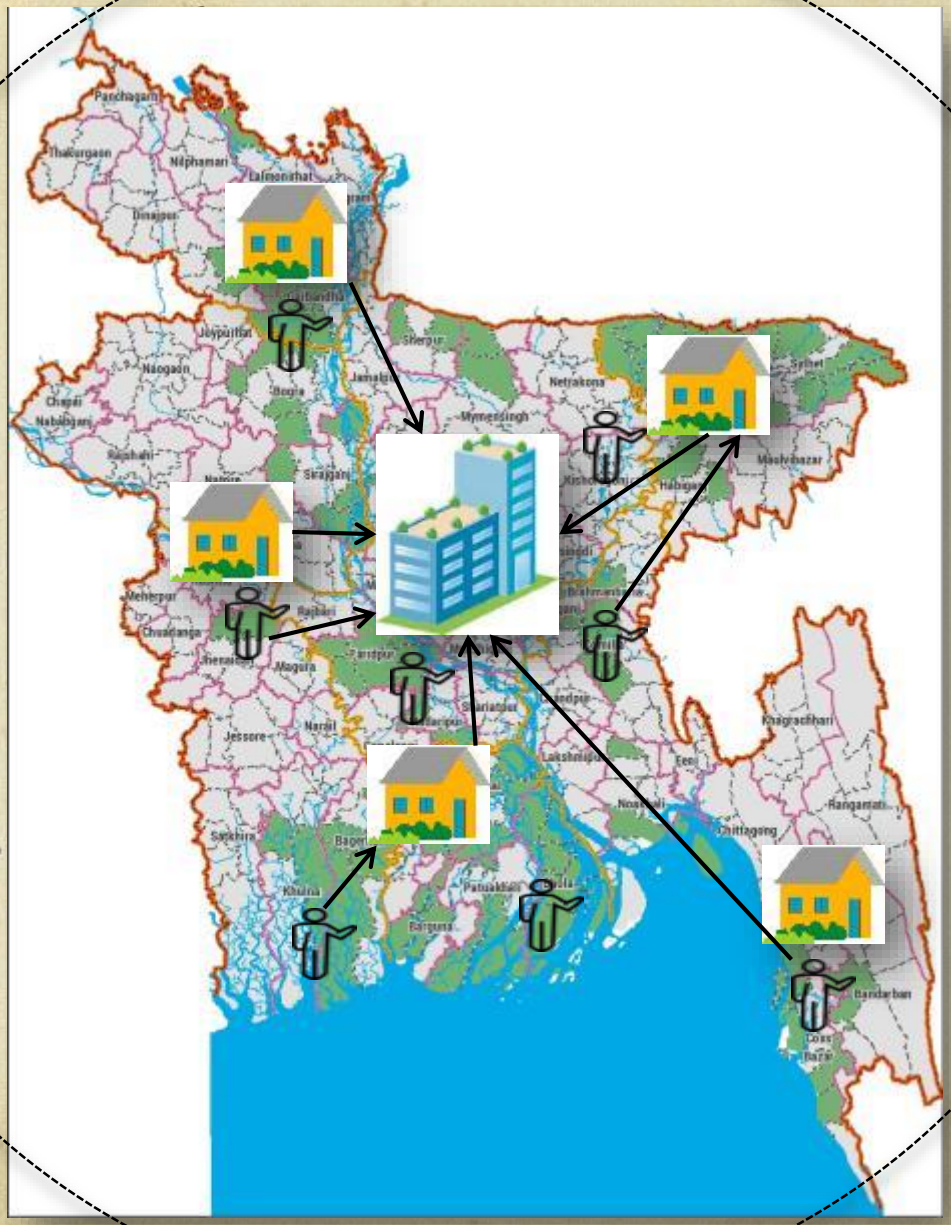
bKash
a BRAC BANK company

Next Steps

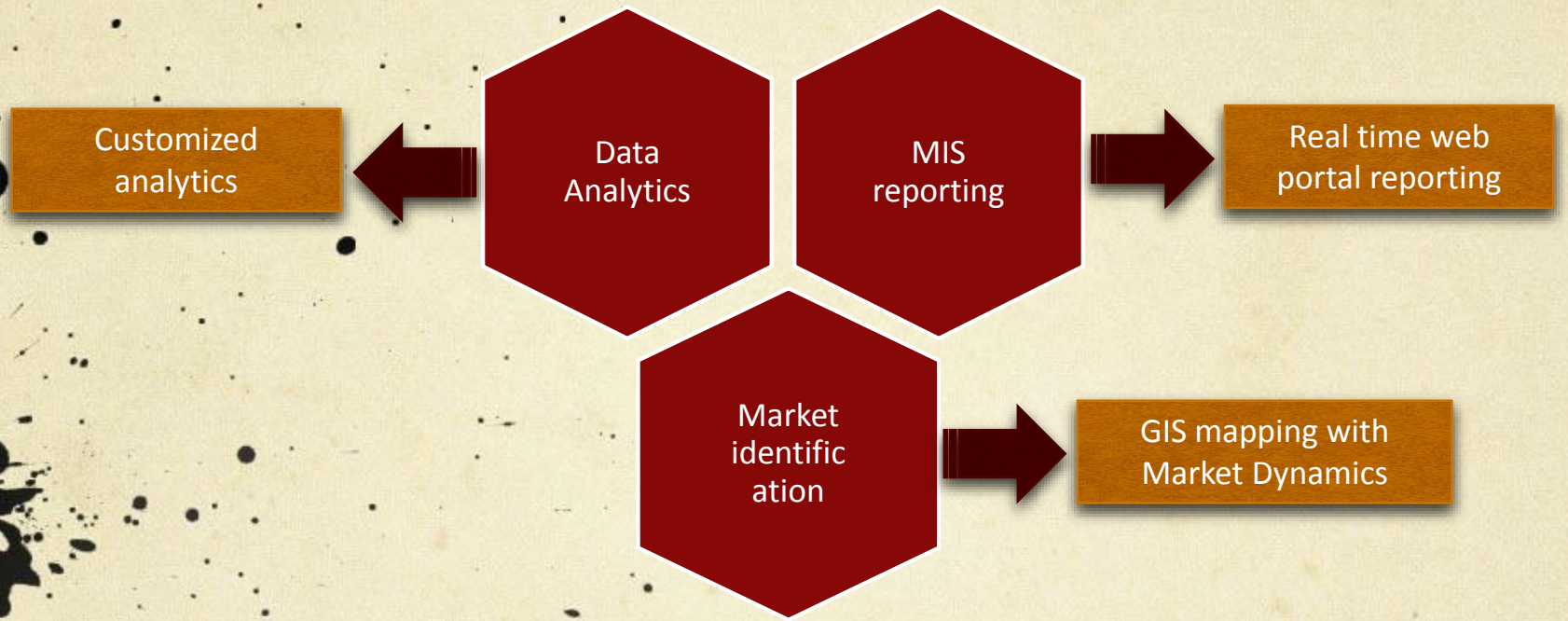
bKash is Ready, the Platform is ready ... all interested >> can easily ride on us !

- Collecting regular payments
- M-KOPA type solutions
- Utility bill payments
- Any value added service
- Repayment in Micro-insurance
- Any innovative financial service
- You name payment ... we are there

Easy to adopt…



Value added services



Key challenges



Literacy of the end user.



Access to Mobile Devices



Insufficient document of the end user.



Thank you!