

Grameenphone wins Asian Technology Award 2024 for MyGP app

- A Monitor Report

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Dhaka : Grameenphone, one of the leading telecommunications service providers of the country, has won the Asian Technology Award 2024 in the Digital-Telecommunications category for its MyGP app.

The recognition highlights MyGP's role in transforming the digital experience across Bangladesh, making necessary services readily accessible.

Speaking on the occasion, Solaiman Alam, Chief Digital Officer, Grameenphone said, "We are thrilled to receive the Asian Technology Excellence Awards. This recognition underscores our commitment to digital innovation and delivering customer-centric solutions. MyGP is more than just a sales and services app. It's a platform that empowers our users, setting new standards in service delivery and technological advancement on the go."

With over 30 million installations on smartphones, the MyGP app offers seamless access to a range of features, including account management, service customisation and real-time notifications, said a release.

From one-tap payments to streaming content, the app digitises 99 per cent of the company's offerings becoming the largest local self-service app. Users can complete transactions without a data balance and access emergency balance services in collaboration with mobile financial partners, added the release.

It may be mentioned here, during the Covid-19 pandemic, the app-enabled live streaming of classes, ensuring uninterrupted education for students. Additionally, MyGP features an entertainment platform that offers live score updates and streaming major sporting events including the Cricket World Cup, through partnerships with over ten OTT platforms.

With its advanced, cloud-native architecture, MyGP can process up to 8,000 transactions per second, serving over 20 million monthly active users.