

Grameenphone One launched to redefine customers' digital experience

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Dhaka: Grameenphone, country's popular telecommunication service provider, launched an initiative named 'Grameenphone One' through a ceremony held at an elite hotel in the capital on July 10.

The move is aimed at redefining the telco landscape through innovation, with emphasis on customer-centricity and digital empowerment, said a release.

Major General (retd) Md Emdad Ul Bari, Chairman of Bangladesh Telecommunication and Regulatory Commission (BTRC), attended the event as the Chief Guest. Md Abu Bakar Siddique, Vice Chairman of BTRC attended the program along with its Director Generals.

Yasir Azman, Chief Executive Officer; Farha Naz Zaman, Chief Marketing Officer; Solaiman Alam, Chief Product Officer; Dr Asif

Naimur Rashid, Chief Business Officer; and Tanveer Mohammad, Chief Corporate Affairs Officer, Grameenphone, were also present on the occasion, among other high officials.

A key highlight of 'Grameenphone One' was the dedicated launchpad, where Grameenphone introduced a lineup of new digital solutions and service innovations aimed at enhancing the everyday lives of its users. These include GP Shield, a digital gateway protection from online threats like malware; Bioscope+, first-ever aggregator platform to watch all the OTT contents from Chorki, Hoichoi, and nine other platforms; One Games, gaming platform integrator with 5000+ online games; and major updates on network; GPFi (wireless home broadband); and Alo (IoT solution).

The event also featured an interactive product showcase zone, where guests, partners, and media representatives had the opportunity to experience Grameenphone's latest offerings firsthand.

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