

Banglalink Bundle Campaigns

Joint Marketing EID Campaign on Realme portfolio:

Product Offer	- Banglalink Bundle offer : Free 9GB Data (with 7 days validity) for 6 month - Banglalink Bonus offer : 50% bonus on every data pack of BDT 100 & above purchase for next 3 month
Communication & Awareness	Banglalink: - PR Coverage on the campaign - Press Release from Banglalink to create awareness - Digital Communication from website, social media - SMS to segmented customers who are in predecessor models - Promoting co-branded POSM @ Banglalink outlets (X-banner/ Poster) Realme: - Digital Communication in social media & website - Co-branded POSM readiness & supply to Realme & Banglalink outlets - Promotion of co-branded POSM @ Realme outlets - Promote Banglalink offer in market / retail activation with the device
Sales & promotion	- Sales @ Banglalink Monobrand outlet through Banglalink aggregator - Banglalink employee sales through card EMI (Banglalink Led) - Explore B2B channel promotion from corporate offering (Banglalink Led)

Banglalink Offer with Realme Portfolio

Banglalink Offerings are:

- A. Free Banglalink fastest 4G Internet
- B. 50% bonus on data pack purchase above BDT 100
- C. Free Toffee exclusive TV content

A. Free 9GB fastest 4G Banglalink internet for Realme customers:

1. What is the offer detail?

Ans: 9 GB (6GB Generic + 3GB Toffee)

4GB (1GB Generic Data + 3GB Toffee Data) at first month & 5GB Generic Data from month 2nd – 6th (1GB/month). Free data validity is 7-day per month

2. How to get the FREE 9GB offer?

Ans: Customers have to insert banglalink SIM in Realme handset and dial USSD code *121*701# to get the first month offer (4GB Free internet). For 2nd to 6th month offer, customer need to dial USSD code *121*702# on each month for availing 1GB free internet.

3. Who are eligible customers?

Ans: only banglalink prepaid and call and control customers are eligible for this offer

4. When customer will get the offer?

Ans: within maximum 48 hrs of dialing USSD code customer will get the offer

B. 50% bonus on data pack purchase:

1. What is the offer detail?

Ans: Customer can avail 50% bonus on DATA pack purchase above BDT 100.

2. When customer can get the offer?

Ans: After availing the free internet offer bonus will be applicable on data pack purchase of BDT 100+.

3. What is the bonus validity timeline?

Ans: Customer can avail this bonus for 90 days starting from the free internet offer date.

C. Free Digital Services offer for 7 days trial:

1. What is the Offer?

Ans:

Service Name	Type of service	Service Description	Obtain code/ mechanism
Banglax	Web/App Based service	Movie, Drama, Music Video, Movie song etc.	
Islamic Service	IVR Based	Thousands of Islamic contents (Surah, Dua, Hadith, Islamic Q&A etc.)	
Addacafe	IVR Based	Voice Chat Service for making new friend	

2. How long the offer will be valid?

Ans: for 7 days from obtaining.

3. How Customer will obtain the Offer?

Ans: Customer will be given 7 days access to the following digital services once obtain mechanism is followed.

4. What is happen after free offer is consumed?

Ans: Customer can continue/discontinue any of these services as per their convenient.