We Build Strong Brands

S M Mobasser Hussain
Chairman
The way it started

In 1999, during the time we were in undergrad school, 5 of us got together
to build the first ever online education portal of Bangladesh
www.zanala.com
We had the prototype
but needed financial support to roll it out
The angel investor

Dr. Shahjahan Kabir Choudhury

his vision and our dreams matched

and we created

www.e-versity.com

2001

ZANALA Bangladesh
The garage company takes off in 2001.
www.e-versity.com

Employing 10 of the finest talents of the country

ZANALA Bangladesh
The e-versity team

ZANALA Bangladesh
www.e-versity.com

Services

IELTS training, practice sessions and exams

analytical tests needed for university admission

2001

ZANALA Bangladesh
Challenge – online payment system

The only option was scratch cards
Challenge – online payment system

We thought,
why build a system only for our site

why not make it generic!
EZPay online

The first ever online payment gateway of the country

Scratch and recharge the virtual account

and make payment online
During the test run, five websites started using EZPay and was available at 32 points of Dhaka City
Challenge faced for EZPay

EZPay needed to register with the government as a bank!
The Angel stopped financing
mid 2003
but we moved on...
ZANALA Bangladesh Ltd.

We Build Strong Brands

- Graphic Design
- Web & New Media
- Event & Activation
- Campaign
- Audio Visuals
- Brand Identity
ZANALA Bangladesh Ltd.
ZANALA Bangladesh Ltd.

Current Online Ventures
A new venture

immersive application development company
A few stats..

Total population – between 142 to 158 million
Desktop internet user – 1.7 million
Mobile internet users – 31 million
facebook user – 3.3 million

Source: BTRC 2012
Yet another new venture –

The first online social platform of the country in Bangla
Growth of posts by users
beshto.com – how we promoted
beshto.com – how we promoted
beshto.com – challenges

- Online payment – still!
  It is at its primary stage and not convenient

- Human Resource
  They want to work in software development company
  but not in internet startups

- Investment
  Fuel needed to survive the incubation period, grow at
  faster rate and be globally competitive
The last venture - Talkie
ZANALA Bangladesh

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