



Stamford University Bangladesh

Thesis Topic:

Analyzing the Android mobile market
Of
Bangladesh and its effect.



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November 7, 2015

Certificate

This is to certify that the thesis on “Analyzing the Android mobile market of Bangladesh and its effect” is submitted for the award of the degree of masters of Science in business administration major in marketing to the Stamford University of Bangladesh is a record of Bona-fide research carried out by Md.Ala Uddin Chowdhury under my Supervision.

He is permitted to submit the thesis.

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Letter of Authorization

To
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Naiem Jalal Uddin Ahmed
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Sub: Submission of Thesis

Respected Sir,

It is my pleasure to submit my thesis on “Analyzing the Android mobile market of Bangladesh and its effect”. This thesis is an integrated part of market analysis of different android mobile phone company. I have acquired a good understanding over all android mobile phone company including Samsung, Sony, HTC, Symphony, Walton etc. I have striven hard to make my thesis as subjective as possible.

I shall be pleased to answer a queries relating to this thesis

Thanking You
Sincerely Yours

Md.Ala Uddin Chowdhury
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Acknowledgement

First of all I deeply thank Almighty ‘ALLAH’ for completing my thesis in such a well renowned University like “Stamford University Bangladesh”

I would like to express my heartiest gratitude to the honored Assistant professor “Naiem Jalal uddin Ahmed” Department of business Administration, Stamford University Bangladesh for guiding me to prepare the thesis on “Analyzing the Android mobile market of Bangladesh and its effect” along the period of time.

I would like to extend my gratitude and thankfulness to ICT (Information and Communication Technology) which gives me a lot of opportunity to collect huge information about new android mobile operating system and devices. I am really grateful to the Computer lab of Stamford University.

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Executive summary

This thesis has been conducted to know about the Android operating system and its Evolution in Bangladesh. Android is a mobile operating system (OS) currently developed by Google, based on the Linux kernel and designed primarily for touch screen mobile devices such as smart phones and tablets. The success of Android has made it a target for patent litigation as part of the so-called "smartphone wars" between technology companies. Android is the most popular mobile OS in the world!

With all these advantages, the Android platform is much preferred over others and thus there is a huge demand for android phones in Bangladesh. Its soaring popularity isn't just because it has transformed the world of smart phones or mobile communication; it is because it is the most:

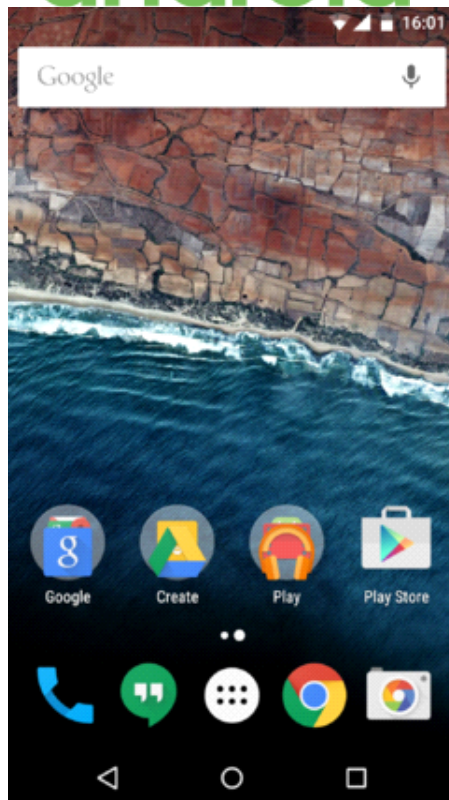
- Customizable Operating Systems in the world

- Easy to Use OS

- Has a number of in built apps and apps available at the play store for various purposes that are free

In this thesis we also know about the Android apps, games and wear. A rich amount of qualified apps in the android market called Google Play Store made android come this far. The whole thesis is integrated with details about various android mobile company, their product and advancement. In this thesis strong competition in sales market are also shown. Each company has attractive pricing policy including gorgeous feature over other. According to the Bangladesh Context Symphony, the market leader is ahead of international players such as Nokia and Samsung. The grey market which used to account for as much as 80% of total unit shipments until a few years ago has now fallen below 20% in the country. Domestic players like Symphony Mobile, Smart Mobile, Maximus etc. have done well. They compete with international players like Nokia and Samsung. Aggressive pricing strategy, contemporary features and style, international quality mobile phone models, and strong distribution network have made Symphony the most preferred choice of Bangladeshi youth.

Android



Android 6.0 [home screen](#)

<u>Developer</u>	<ul style="list-style-type: none"> • Google • Open Handset Alliance
<u>Written in</u>	C (core) , C++ , Java (UI) ^[1]
OS family	Unix-like
Working state	Current
Source model	Open source ^[2] and in most devices with proprietary components ^[3]
Initial release	September 23, 2008; 7 years ago ^[4]
<u>Latest release</u>	6.0 "Marshmallow" / October 5, 2015; 4 days ago
Marketing target	Smartphones , tablet computers , TVs , cars and wearable devices
<u>Available in</u>	70 languages ^[a]
<u>Package manager</u>	Google Play , APK
Platforms	32- and 64-bit: ARM architectures , x86 , ^[5] x86-64 , MIPS ^[6] and MIPS64 ^[b]
<u>Kernel type</u>	Monolithic (modified Linux kernel) Bionic libc , ^[7] mksh shell, ^[8] native core utilities with a few from NetBSD ^[9]
Default <u>user interface</u>	Graphical (Multi-touch) Apache License 2.0
<u>License</u>	GNU GPL v2 for the Linux kernel modifications ^[10]
Official website	www.android.com

1.1 Introduction

Android is a mobile operating system (OS) currently developed by Google, based on the Linux kernel and designed primarily for touch screen mobile devices such as smart phones and tablets. Android's user interface is based on direct manipulation, using touch gestures that loosely correspond to real-world actions, such as swiping, tapping and pinching, to manipulate on-screen objects, along with a virtual keyboard for text input. In addition to touch screen devices, Google has further developed Android TV for televisions, Android Auto for car and Android Wear for wrist watches, each with a specialized user interface. Variants of Android are also used on notebooks, game consoles, digital cameras, and other electronics. As of 2015, Android has the largest installed base of all operating systems.

Initially developed by Android, Inc., which Google bought in 2005, Android was unveiled in 2007, along with the founding of the Open Handset Alliance – a consortium of hardware, software, and telecommunication companies devoted to advancing open standards for mobile devices. As of July 2013, the Google Play store has had over one million Android applications ("apps") published, and over 50 billion applications downloaded. An April–May 2013 survey of mobile application developers found that

71% of developers create applications for Android, and a 2015 survey found that 40% of full-time professional developers see Android as their priority target platform, which is comparable to Apple's iOS on 37% with both platforms far above others. At Google I/O 2014, the company revealed that there were over one billion active monthly Android users, up from 538 million in June 2013.

Android's source code is released by Google under open source licenses, although most Android devices ultimately ship with a combination of open source and proprietary software, including proprietary software required for accessing Google services. Android is popular with technology companies that require a ready-made, low-cost and customizable operating system for high-tech devices. Its open nature has encouraged a large community of developers and enthusiasts to use the open-source code as a foundation for community-driven projects, which add new features for advanced users or bring Android to devices originally shipped with other operating systems. The success of Android has made it a target for patent litigation as part of the so-called "smartphone wars" between technology companies.

1.2 History

Android, Inc. was founded in Palo Alto, California in October 2003 by Andy Rubin (co-founder of Danger), Rich Miner (co-founder of Wildfire Communications, Inc.), Nick Sears (once VP at T-Mobile), and Chris White (headed design and interface development at WebTV) to develop, in Rubin's words, "smarter mobile devices that are more aware of its owner's location and preferences". The early intentions of the company were to develop an advanced operating system for digital cameras. Though, when it was realized that the market for the devices was not large enough, the company diverted its efforts toward producing a smart phone operating system that would rival Symbian and Microsoft Windows Mobile. Despite the past accomplishments of the founders and early employees, Android Inc. operated secretly, revealing only that it was working on software for mobile phones. That same year, Rubin ran out of money. Steve Perlman, a close friend of Rubin, brought him \$10,000 in cash in an envelope and refused a stake in the company.

In July 2005, Google acquired Android Inc. for at least \$50 million, whose key employees, including Rubin, Miner and White, stayed at the company after the acquisition. Not much was known about Android Inc. at the time, but many assumed that Google was planning to enter the mobile phone market with this move. At Google, the team led by Rubin developed a mobile device platform powered by the Linux kernel. Google marketed the platform to handset makers and carriers on the promise of providing a flexible, upgradeable system. Google had lined up a series of hardware component and software partners and signaled to carriers that it was open to various degrees of cooperation on their part.

Speculation about Google's intention to enter the mobile communications market continued to build through December 2006. An earlier prototype codenamed "Sooner" had a closer resemblance to a BlackBerry phone, with no touch screen, and a physical, QWERTY keyboard, but was later re-engineered to support a touch screen, to compete with other announced devices such as the 2006 LG Prada and 2007 Apple iPhone. In

September 2007, InformationWeek covered an Evalueserve study reporting that Google had filed several patent applications in the area of mobile telephony.

Eric Schmidt, Andy Rubin and Hugo Barras at a 2012 press conference announcing Google's Nexus 7 tablet

On November 5, 2007, the Open Handset Alliance, a consortium of technology companies including Google, device manufacturers such as HTC, Sony and Samsung, wireless carriers such as Sprint Nextel and T-Mobile, and chipset makers such as Qualcomm and Texas Instruments, unveiled itself, with a goal to develop open standards for mobile devices. That day, Android was unveiled as its first product, a mobile device platform built on the Linux kernel version 2.6.25. The first commercially available smart phone running Android was the HTC Dream, released on October 22, 2008.

In 2010, Google launched its Nexus series of devices – a line of smart phones and tablets running the Android operating system, and built by manufacturing partners. HTC collaborated with Google to release the first Nexus smart phone, the Nexus One. Google has since updated the series with newer devices, such as the Nexus 5 phone (made by LG) and the Nexus 7 tablet (made by Asus). Google releases the Nexus phones and tablets to act as their flagship Android devices, demonstrating Android's latest software and hardware features. Until January 2015, Google offered several Google Play Edition devices over Google Play, as Google-customized Android phones and tablets that, while not carrying the Google Nexus branding, run an unmodified version of Android.

On March 13, 2013, Larry Page announced in a blog post that Andy Rubin had moved from the Android division to take on new projects at Google. He was replaced by Sundar Pichai, who also continues his role as the head of Google's Chrome division, which develops Chrome OS.

Since 2008, Android has seen numerous updates which have incrementally improved the operating system, adding new features and fixing bugs in previous releases. Each major release is named in alphabetical order after a dessert or sugary treat; for example, version 1.5 "Cupcake" was followed by 1.6 "Donut". Version 4.4.4 "KitKat" appeared as a security-only update; it was released on June 19, 2014, shortly after 4.4.3 was released. Android 5.0 "Lollipop" was released on November 14, 2014, introducing *Material Design* as a new design language and one of its key new features; it was followed by two bug fix releases (5.0.1 and 5.0.2). Android 6.0 "Marshmallow" was released in October 2015.

In 2014, Google launched Android One, a standardized smart phone, mainly targeting customers in the developing world. Android One smart phones running the latest version of Android (e.g. Android 5.1) close to the stock version of the operating system. As of October 2015, the newest version of the Android operating system, 6.0, is available for select devices.

From 2010 to 2013, Hugo Barra served as product spokesperson, representing Android at both press conferences and Google I/O, Google's annual developer-focused conference. Barra's product involvement included the entire Android ecosystem of software and hardware, including Honeycomb, Ice Cream Sandwich, Jelly Bean and KitKat operating system launches, the Nexus 4 and Nexus 5 smart phones, and Nexus 10 tablets, and other related products such as Google Voice Search, Google's speech recognition product

comparable to Apple's Siri. In 2013, Barra left the Android team for Chinese smart phone maker Xiaomi.

In May 2015, Google announced Project Brillo as a cut-down version of Android that uses its lower levels (excluding the user interface), intended for the "Internet of Things" (IoT) embedded systems.

2.1 Android Phone in Bangladesh

Do you own the world's most popular OS yet? We are of course talking about the Android OS. Its soaring popularity isn't just because it has transformed the world of smart phones or mobile communication; it is because it is the most:

- Customizable Operating Systems in the world
- Easy to Use OS
- Has a number of in built apps and apps available at the play store for various purposes that are free

With all these advantages, the Android platform is much preferred over others and thus there is a huge demand for **android phones in Bangladesh**. After all, who wouldn't want a phone with such a dynamic and powerful OS?

Android is the most popular mobile OS in the world!

What to look for in an Android Phone?

When you buy a smart phone, you should look for a variety of features such as battery power and standby, 3G capabilities, camera, display and so on. When buying an **Android phone in Bangladesh** or in other countries, look for the following features:

- Customization Capabilities
- Security
- Processing Capabilities
- Battery Life
- Manufacturer and OS Upgrades
- Build Quality
- Screen Type
- Popularity
- Cost

All these being said, cost and processing capabilities are the driving factors when it comes to buying an **android mobile in Bangladesh**.

If you aren't conversant with specs and features, get down to our showroom and our teams will guide you in choosing the **best android phone in Bangladesh** that is suited to your needs and gives you value for money!

2.2 Android Phone in Bangladesh Archive

Android is the most popular mobile phone operating system of today's world occupying more than 80% of the market all around the globe. The reason behind the popularity of this Google made OS is many. Among them, the top is definitely the amount of apps in Google play store. Android is a much simpler platform to develop an app thus, attractive for qualified and creative developers with cool ideas. Also, it is much easier to earn good amount of cash through android apps than iOS, Blackberry, Tizen or Microsoft apps. This made more and more quality app developers to start developing innovative and interesting apps for this platform. Among them many are games, news, photo editing, security apps and many other different categories. And without any doubt, this rich amount of qualified apps in the android market called **Google Play Store** made android come this far. Also, the cool and simple user interface, popular brands such as Samsung, Sony, Symphony, Walton, Huawei etc. using this OS in their smartphones, cheap price are some other causes of popularity of this OS. Likewise the other countries, android smartphone craze and sales in Bangladesh is also top. Here in this page you will find latest released android mobile or smartphone price in Bangladesh from over 25 brands including Samsung, Symphony, Walton, Sony, LG, HTC, Micromax, Maximus, Huawei, Asus, Oppo, Mycell, Lava, Okapia, Alcatel, Intex, Motorola, Xiaomi, Lenovo, Lava etc.



[Samsung to Release Galaxy A3 and Galaxy A5 in Bangladesh](#)

2.2.1 Samsung to Release Galaxy A3 and Galaxy A5

Samsung Mobile Bangladesh announced that the Korean giant's two latest smartphones are heading to Bangladeshi market soon. Phones from Samsung Galaxy A series will see widespread release through a "30 Year Celebration Concert" of popular musical band Warfaze on 30th January in the capital. The two smartphones that Samsung Mobile Bangladesh confirmed are Samsung Galaxy A3 and Samsung Galaxy A5. Both of these

smartphones were launched in December 2014. The pricing of the new phones are yet to be announced, but since they have been available in other parts of the world, we can let you know the hardware specifications of the upcoming phones.

2.2.1(a) Samsung Galaxy A3

With a metallic body, which both Samsung Galaxy A3 and A5 have, the A3 has a 4.5-inch display with 540 x 960 pixels resolution. It has a Snapdragon 410 1.2 GHz quad-core processor (Cortex-A53) and Adreno 306 as graphics processor, coupled with 1 GB RAM and 16 GB storage.

The phone runs on Android 4.4.4 KitKat and there is no words yet on whether it will see the flavor of Lollipop. For photography addicts, it has an 8 MP camera on the back with autofocus and LED flash. Good news for selfie freaks, though; it has a 5 MP camera on the front. So your selfies may have higher resolution than most of your friends.

Samsung Galaxy A3 has GPS, WiFi, Bluetooth 4.0, Accelerometer, proximity, compass and the usual tidbits that a mid-range smartphone should have. It has a non-removable 1900mAh battery. The LTE model of the phone has an NFC radio, but it's a safe guess that the LTE model won't be heading to Bangladesh anytime soon.

The phone takes a single Nano-SIM in its SIM slot, but there is a dual-SIM 'Duos' variant of the phone that takes two Nano SIM cards and has similar specification to the single-SIM model.

2.2.1(b) Samsung Galaxy A5

Similar to Samsung Galaxy A3, the Galaxy A5 also have a dual-SIM 'Duos' brother which takes two Nano SIM cards and have nearly identical specification to the Galaxy A5 single-SIM variant. Since we aren't sure which model Samsung Mobile Bangladesh will start selling starting 30th of this month, we're going to show the specifications of Galaxy A5.

Samsung Galaxy A5 has a 5-inch 720p HD display with same 1.2 GHz quad-core processor and Adreno 306 GPU under the hood. With 16 GB internal storage and 2 GB RAM, the phone packs an impressive 13 MP camera on the back but keeps the same 5 MP camera on the front from the A3. It also comes with Android 4.4.4 KitKat out of the box and misses any confirmation whether Lollipop will bless it anytime soon.

The only other change that you will notice in A5 when compared to A3 is the non-removable battery capacity. While Galaxy A3 has 1900mAh battery, A5 has a slightly bigger 2300 mAh battery which should give slightly more battery backup.

Since Samsung has not announced the pricing of the Samsung Galaxy A3 and Samsung Galaxy A5 in Bangladesh yet, we will have to wait a few more days until we can confirm what the pricing of these new phones will be. From the specifications, it's clear that the A5 will cost more than the A3. What do you think the pricing of these phones should be?



[Symphony Roar A50 Android One Hands-on Review](#)

Feb 6, 2015 Hands-on, Phone Review

2.2.2 Symphony Roar A50

Symphony Mobile became the hot topic not just in Bangladesh but around the world after search giant Google announced that its Android One initiative was making its way Bangladesh. Though technically Micromax was the first to bring its Canvas A1 Android One smartphone in Bangladesh, Symphony got the bigger credit simply because it was the first homegrown manufacturer to launch an Android One smartphone.

We're gonna spare the introduction to Android One initiative and why it's important to Google and users because we've already written about this. Today we're going to talk about what Symphony Android One smartphone, model no. Symphony Roar A50 looks and feels like. In this hands-on review, we're going to dive down into the phone and see what it's capable of.

Unlike most other reviews that you will see on the web, we are going to write this review based on experience. How the handset feels like to hold, how it performs, what we think about this device and so on. So you will get a reflection of real-world experience based on real-world usage instead of regular reviews that are mostly based on hardware specifications alone. So, without further ado, let's see what Symphony Roar A50 Android One has to offer.

1. Build quality and Design
2. Display and Touch and Hardware Performance
3. Interface and Camera
4. Gaming Performance, Benchmark and Music Quality
5. Software, Internet, Pros and Cons

2.2.2(a)Symphony Roar A50 Hardware Specs

Like always, here are the hardware specification for Symphony Roar A50. You will notice that it's not very different from Micromax Canvas A1 which was the first Android One phone released in India back in September.

- **Processor:** Cortex A7, 1.3 GHz Quad-Core
- **Graphics Processing:** Mali 400 MP2
- **RAM:** 1 GB
- **ROM:** 8 GB
- **Camera:** 5 MP rear and 2 MP front
- **Display:** 4.5" FWVGA IPS (480 x 854)
- **Connectivity:** 3G, WiFi, Bluetooth, GPS
- **SIM:** Dual-SIM (Both micro SIM)
- **Sensors:** Light, Accelerometer, Gyroscope, G-Sensor, Proximity Sensor
- **Battery:** 1780 mAh
- **System:** Android 4.4.4 KitKat
- **Price:** 8,700 Taka

You can already see that for a price tag of 8,700 Taka, the device is not so bad. There may be better phones from other manufacturers, but what makes Symphony Roar A50 special is the simple fact that it will receive Android updates from Google. Symphony and other local brands do sometimes release updates to their phones, but the updates are almost never confirmed when those phones come out.

With Android One smartphone, you are confirmed to get 2 years of Android update from Google. For a low-cost smartphone, that is kind of a big deal.

2.2.2(b)Video Review

Video review is not complete just yet, therefore until the review is ready and published, the teaser video is embedded here.

2.2.2(c) Design and Build Quality

The first thing that you will notice about this phone is how lightweight it is. I've had friends who held the androidphone and their first impression was, "Is the battery inserted?"



They are right to be surprised. Symphony Roar A50 Android One androidphone is extremely lightweight. At 132 X 66 X 9.1 mm dimension (specifics from Symphony website) It's considerably lighter than my first generation Moto G dual-SIM phone which is lighter than any other androidphone I have previously owned.

Let's talk about the button placement of the device. Like most of the Android phones out there, both power button and volume rockers are placed on the right side of the phone. On the upper side there is 3.5mm headset jack and on the lower side is the micro-USB port which also acts as the charging port. There is nothing to fiddle with on the left side of the phone.

The backside of Symphony Roar A50 comes off pretty easily. So much that you could mistake it thinking it was damaged. Or perhaps that's because the backside of my Moto G is difficult to take off. However, that's not the only difference between the two phones. While Moto G has a user non-removable battery inside, the battery on Symphony Roar A50 is removable. In fact, it's required to remove the battery if you want to insert SIM cards or microSD memory card.



Another positive side of the back cover of Symphony Roar A50 is that it's neither slippery nor sticky. It's made of good old plastic material, not rubberized. While rubberized back covers are easier to hold in hand, there is one disadvantage. If you have a sweaty hand, the backside can easily become sticky which can be an annoying thing. I don't have a sweaty hand, but the back cover of my Moto G does often get sticky. That problem is non-existent with the back cover of Symphony Roar A50. It's pleasing to hold and comfortable to use.

At the time of the purchase, Symphony Roar A50 was equipped with a free 8GB microSD memory card. It supports up to 32GB of memory card in there. But one significant change that this dual-SIM android phone will force you to make is cut your SIM card size. If you are still using a phone that takes a full-sized SIM card, buying Symphony Roar A50 will mean you have to cut the SIM card. Both of the SIM slots on Symphony Roar A50 take micro SIM cards. So that's something to keep in mind before you go out shopping for the phone.



The speaker of the device is placed on the back and on the front size. The touch sensitive buttons are perfectly aligned at the bottom of the device's screen taking no more than necessary place. The bezels around the screen are neither too narrow nor too wide. Overall, the design, build quality, look and feel of the device just feels perfect for a phone of this price.

Before we wrap up the talk about build quality, let me just say, for those interested, that this phone is apparently rebranded from an Indonesian phone Mito Impact A10 which is also released under Android One banner. It wasn't until we posted this review and then started getting some visitors from Indonesia who later told us that this was the case



[Leagoo arrives in Bangladesh](#)

Jan 15, 2015 Bangladesh, News

2.2.3 Leagoo

China dominates the androidphone industry in world. Whether its Apple, or some local brand like Symphony, every androidphone in the world was born in China. Therefore, China is good at production of androidphones, but does not take the risk of the actual selling or marketing process of a device. It's brand like Symphony, Walton or Samsung, that add value to the devices through software and hardware innovations and make each device unique.

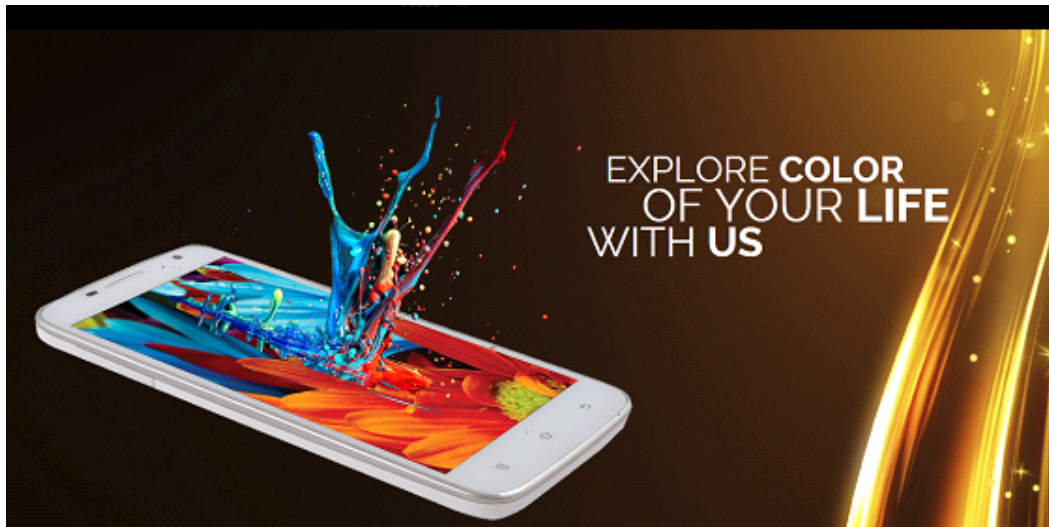
However, China wants to give their own clients a run for their money. Many suppliers or manufacturers of devices from China are uprising; innovating on software and hardware level to make optimal devices. One such example is Leagoo. The brand is a creation of OTEAD Industrial Co. LTD who actually OEM and ODM androidphones for brands such as Micromax, Haier and many others. But Leagoo is not a phone ODM or OEM Company. It's a separate brand that hopes to provide as good phones as likes of Xiaomi, who is set on a path to disrupt the tech industry.



Today Leagoo has revealed their existence in Bangladesh, by promoting their official page: Leagoo Bangladesh. But why be excited for a new brand? With so many brands to choose from, it's confusing for common users to choose from a specific brand. Even though, it's tough to compare and find out the best deal, it is also noteworthy and appreciable that androidphone brands are trying to make their products innovate and solve user problems. For example, the Leagoo Lead 7 comes with a whopping 4500mAh battery. Anyone who is very outgoing will definitely find this a good feature to have in their phone. You must be now wondering about the figure of the device. If Leagoo's spec sheet is correct, the device is 160 gram in weight and 8.9mm thick. That means, even with a 4500mAh battery the androidphone is not fat or heavy.

Phones, especially the smart ones are becoming dull, since now it's no longer a battle of specs only. The software, the uniqueness and the design are key factors and weapons of war in the androidphone industry. Leagoo can provide you a good deal in all these key factors. However, it does make me wonder whether the brand name is suitable for our country, and whether it was too much of a paperwork to sell it under a different name here.

We'd be interested in seeing how Leagoo performs in a growing yet saturated androidphone market in Bangladesh.



Goldberg Launches in Bangladesh

Oct 27, 2014 Bangladesh, Phone

2.2.4 Goldberg

Months after its strong presence on Facebook, the new mobile phone brand Goldberg has officially launched in Bangladesh. At a press conference, the company marked the beginning of its journey in the country.

Goldberg said that initially it will import various androidphones and features phones from China. But it plans to assemble its own line of products within a couple of years.

The Goldberg brand and logo was officially unveiled by AKM Azizur Rahman, Chairman of Goldberg. He was joined by Abrar Rahman, Founder and CEO of Goldberg, who shared the company's mission and future plans with the media.

“We aspire to make Goldberg Mobile devices and Tablets the preferred choice of Bangladeshi customers, especially the Young-at-Heart by using international quality build, contemporary and stylish features, a robust distribution network and assertive product development and pricing strategies,” he said.

Goldberg, which is a concern of Khansons Group, will initially launch 4 feature phones and 3 androidphones in the market. The phones will be available in 51 districts across the country. Alongside the launch of the devices, a total of 20 customer care centers will be established in different districts. Goldberg customer care centers will be called ‘YOURCARE’ and the number of outlets will reach 40 by the end of the year, Chief Sales Officer Rasel Ahmed said in a press release. Goldberg feature and androidphones are expected to arrive in stores by late March.



[Popular smartphone maker Oppo launching in Bangladesh](#)

Sep 12, 2014 Bangladesh, Phone

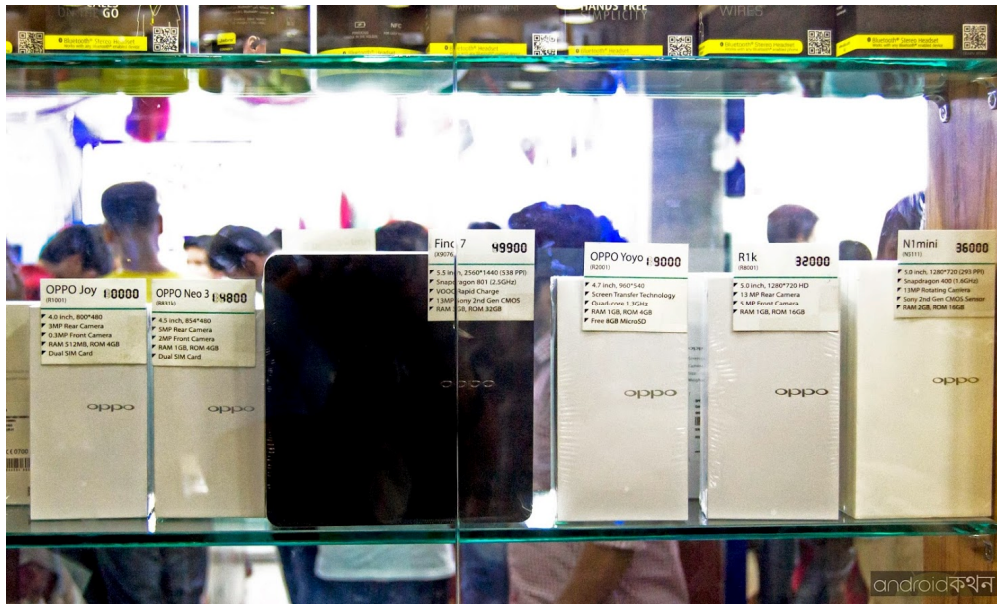
2.2.5 Oppo

Oppo, one of the China's most renowned brands to manufacture Android devices, has officially entered the Bangladeshi market. Starting today, a handful of devices from the acclaimed manufacturer is available for purchase from select shops in Dhaka.

Earlier, we spotted a job posting that indicated that Oppo was launching its operation in Bangladesh. We, and a lot of Oppo fans from Bangladesh, anticipated that they would have their own showrooms somewhere in Dhaka. Instead, the company has chosen to launch a few handsets through authorized dealers.

We visited Bashundhara City today and found one of the two shops that were selling Oppo androidphones officially. The Oppo Bangladesh's Facebook fanpage wrote that two stores in Bashundhara City will be selling Oppo androidphones starting today. Sadly, they didn't provide any address or shop number for potential customers to go to.

We spotted Oppo phones on display at Telesens, shop number 14, Block B on Level 1 at Bashundhara City. And we took a look at the Oppo androidphones that were available for purchase.



[Oppo androidphones in Dhaka](#)

Among the Oppo androidphones available at Telesens, the lowest priced device was Oppo Joy that features a 4-inch 800 x 480 pixels display, 3 MP camera, 512 RAM and 4 GB ROM with dual-SIM card and front camera. The phone has a processor of 1.3 GHz (Cortex A7) and runs on Android 4.2.2. It is priced at BDT 10,000.

Next in line is Oppo Neo 3 priced at BDT 14,800. It also packs a 1.3 GHz processor with 1 GB RAM and 4 GB internal storage. It has a display of 4.5-inch with 480 x 854 pixels resolution. It's also dual-SIM supported, has a 5 MP camera on the back and 2 MP camera on the front.

There were also Oppo Yoyo at BDT 19,000, Oppo R1K at BDT 32,000, and Oppo N1 Mini at BDT 36,000 that has 5-inch display with 720 x 1280 pixels resolution, Quad-core 1.6 GHz Cortex-A7 (Qualcomm Snapdragon 400) with Adreno 305, 2 GB RAM, 16 GB storage and no SD card slot. The Oppo N1 Mini also has 13 MP camera that can rotate and be used as a front cam as well.

Oppo Flagship 'Find 7'

The flagship Oppo phone, Oppo Find 7, is also available and is pricey at BDT 49,900. The flagship device has Qualcomm MSM8974AC Snapdragon 801 chipset that is Quad-core 2.5 GHz Krait 400 with Adreno 330 GPU. It is a 5.5-inch device that has 1440 x 2560 pixels resolution and Corning Gorilla Glass 3 as protection. It also packs a whopping 3 GB RAM and 32 GB internal storage with microSD card support for up to 128 GB. Its primary camera is 13 MP with a 5 MP camera on the front as well. The phone has LTE network support and its battery capacity is 3000 mAh.

There's a slightly lower version of Oppo Find 7 available that's called Oppo Find 7a and is priced around BDT 41,000. That also has an LTE network with display sized at 5.5-inch although the resolution is 1920 x 1280 pixels. It packs a Snapdragon 801 processor clocked at 2.3 GHz, 2 GB RAM, 13 MP camera on the rear and 5 MP on the front, 16 GB storage with microSD card slot that supports up to 128 GB. Its battery capacity is 2800 mAh. So if you can't afford the flagship Find 7, you might want to take a look at Find 7a.

It's worth noting that all Oppo phones run on Oppo's ColorOS UI (user interface) and, except the flagship models, they mostly have MediaTek processor. The devices are on display in Bashundhara City Level 1, Block B, Shop 14

2.3 Bangladeshi Android Phone Archive



[Micromax Bolt A37B, an affordable Android phone in Bangladesh at BDT 4,399 price](#)



2.3.1 Micromax

Micromax has made headlines after it launched a few high-end and mid-range smartphones in Indian and Bangladeshi market. The company is now also releasing very affordable smartphones at a really low cost. At present, Micromax is heavily advertising its new phone, Micromax Bolt A37B. If you browse enough mobile-related websites, chances are you've seen Micromax Bolt A37B's ad once or twice. That made us wonder, how good of a smartphone is Micromax Bolt A37B?

In Bangladesh, the Micromax Bolt A37B is priced at BDT 4,399. That's about four and a half thousand taka. There are already a handful of smartphones at this price range from the country's two biggest and most popular mobile phone company, Symphony and Walton. We take a look if this affordable phone from Micromax is worth the 4,399 Taka it demands.

Micromax Bolt A37B basic features

Micromax Bolt A37B is a 3.5-inch Android phone that runs on Android 4.2 Jelly Bean. Its screen resolution is 480 x 320 pixels. To power the phone, it has 1 GHz processor. It features 2 MP camera on the back and nothing on the front. It does have Bluetooth, Wi-Fi and USB, and does not lack an FM radio feature.

But that's not all, it has 3G network capability, which allows you to use 3G internet offered by almost all telecom operators in Bangladesh. And to power all the things that you can do with this smartphone, it features a 1450 mAh battery which will have a habit of running out of power when you need it most.

So what's the catch?

If you've been telling yourself, "what the heck! These are way basic features. What's so great about these?" You're not alone. Because, that's really all there is to it to this smartphone. We didn't want to lose you at the beginning of this post. That's why we're

dragging you down to the last bit of information that will definitely throw you away forever from this Micromax Bolt A37B. What are they?

Micromax Bolt A37B has a RAM of 256 MB. Yes, in a world where 512 MB RAM is too small for optimal performance, Micromax packs this phone with 256 MB of RAM, which is worse than obsolete. That's not all, it has an internal memory of 512 MB RAM. Don't be too happy just yet, because the user available memory is just a little over 100 MB.

If you have the least bit of idea about Android operating system, you would know that Micromax Bolt A37B will make your life a whole lot worse than it is now. While we usually end our basic phone reviews leaving the decision of whether to buy it or not up to you, we're going to go ahead this time and give you a strong piece of advice: Don't buy it. If you have a very limited budget, you can still get better phone from local brands such as Symphony and Walton. Micromax, as a brand, is good, but Micromax Bolt A37B is just not worth it, even if it was sold at half the price.



[Walton marks Primo H3 as Upgradable to Android 4.4 KitKat](#)

Apr 29, 2014 Bangladesh, Phone

2.3.2 Walton marks Primo H3

It's an understandable concern when people worry whether their phone will see an update to the latest version of Android provided that the company is on a smartphone-releasing spree in the country. Thanks to the officials at Walton, that is not always the case. Right from the beginning, Walton has been developer-friendly with its Android phones. Despite bringing a lot of Android phones into the market at a relatively short span of time, the

company has been doing its best to release updated firmware with new features and bug fixes as well as upgraded version of Android.

Wait, did we say upgraded version of Android? That's right. At least that's what the Walton website says for its Walton Primo H3 smartphone.

Walton Primo H3 is a mid-range smartphone with 4.7-inch display, 1.3 GHz quad-core processor with 1 GB RAM and 8 MP on the back and 2 MP camera on the front both with BSI sensors. The device sold well, and is still attracting customers at an excellent price. However, the device is still available with Android 4.2.2 Jelly Bean. But Walton website notes that it is, or will be, upgradable to Android's latest version, 4.4 KitKat.

It isn't clear exactly when the 4.4 version will be released for Primo H3. Walton says it's upgradable, which means customers who have already purchased this phone will soon be able to upgrade it, most likely by themselves, by downloading the latest firmware for this phone. Walton has previously offered their service to upgrade customer phones to the latest version at their service centers, so if you're not very savvy with firmwares and flashing, Walton service center might be happy to do it for you.

We'll keep our eyes out as to when the firmware gets released, and we'll keep you updated as soon as the firmware is available for flashing. A detailed guide on how to upgrade your Walton Primo H3 to Android 4.4 KitKat is not unlikely, either.

2.3.3 Walton Primo R3

It seems like it never gets old for Walton, the Bangladeshi brand that literally flooded the Bangladeshi mobile phone market with one after another Android phones at different price points. Just about a month after releasing its newest flagship phone Primo ZX, Primo S2, and Primo V1, the company is back at it again. Today, Walton announced on its Facebook page that Walton Primo R series will be back in May with a third edition, obviously called Walton Primo R3.

Let's take a look at the basic configuration that Walton has provided for the Walton Primo R3 phone.

Walton Primo R3 will be sized at 4.7-inch with the resolution of 1280 x 720 pixels powered by quad-core 1.3 GHz processor and 1 GB RAM. Its display technology is IPS+OGS and has a Corning Gorilla Glass protection. For graphics processing, the Walton Primo R3 has Mali 400 GPU inside. And all of that runs on Android 4.2.2 Jelly Bean.

The dual-SIM supported phone has 3G capability. Its back camera of 8 MP and front camera of 2 MP both have BSI sensors. It supports full HD video recording as well as full HD media playback. With Accelerometer 3D sensor, light sensor, proximity sensor and GPS with A-GPS support, Walton Primo R3 has pretty much everything you want at a mid-range smartphone.

The price of this phone is yet to be revealed, but Walton has announced that the phone will hit the shelves by the next month. Just in case you were wondering, Walton Primo R3 will have a battery of 2,000 mAh. Not quite great, but definitely better than most other phones that come with battery capacity of 1300 to 1800 mAh.

Walton Primo R1 was priced at around 11,000 BDT and Primo R2 was priced at 15,000 BDT. Walton Primo RX is priced at around 16,000 BDT. So if the trail follows, we're expecting Walton Primo R3 to be priced at around BDT 15,000 to BDT 18,000 this time. But we won't know for sure until Walton provides the exact price. When it does, we'll definitely let you know.

3. Telecom Company Archive

3.1 Banglalink Archive



androidone

অরিজিতাল এন্ড্রয়েড অপারেটিং সিস্টেম
সব সময় আপডেটস
২০ লাখেরও বেশি অ্যাপস
ফাস্ট স্পেল
ফ্রি সবচেহিতে ফাস্ট ৩৬ ইন্টারনেট

Symphony Androidone ROAR A50-এর সাথে পাচ্ছেন ফ্রি অপারেটিং সিস্টেম আপডেট এবং এপস অটোনেচার করার জন্য প্রথম মাসে ১ GB-সহ প্রতি মাসে ৩০০ MB 3G ইন্টারনেট। এক্ষেত্রে সাথে থাকবে একটি ৮ GB মেমোরি কার্ডও অনন্য ফ্রি।

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[Here's the Specification of Symphony Roar A50, the First Android One Phone in Bangladesh](#)

Dec 29, 2014 Bangladesh, Specs and Details

As announced earlier, Banglalink has just officially announced the first Android One smartphone from a homegrown manufacturer, Symphony, called the Symphony Roar A50. Micromax, an Indian brand, has already begun selling its Canvas A1 Android One smartphone in the country.

However, news broke after Google posted on its blog that Symphony and Banglalink has partnered up with Google to offer a new handset, Symphony Roar A50, that will be under Google's Android One initiative. The program was officially announced in June at

Google's annual I/O event and the first wave of Android One devices launched mid-September in India.

With Android One, Google wants to capture the low-end market of Android phones ensuring that consumers who purchase low-cost Android phones are not deprived of newer versions of Android. The performance on these Android One devices are also better because they run a stock version of Android operating system, free from any bloatware — unwanted and non-removable apps that carriers and manufacturers put on the devices.

Symphony Roar A50 Specs

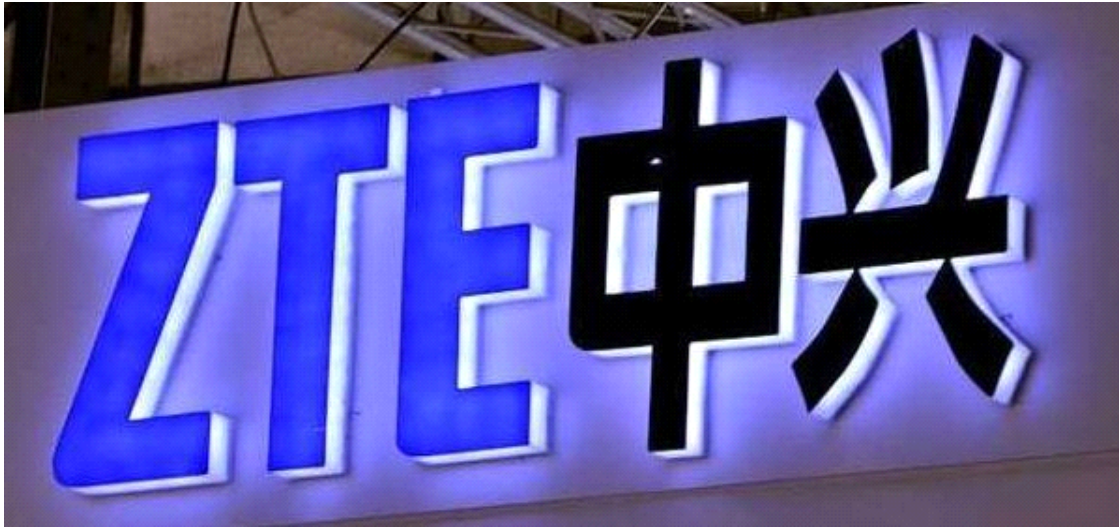
Banglalink has finally announced the pricing and specifications of Symphony's new device. They are as follows:

- Processor: Cortex A7, 1.3 GHz Quad-Core
- RAM: 1 GB
- ROM: 8 GB
- Camera: 5 MP rear and 2 MP front
- Display: 4.5" FWVGA IPS (480 x 854)
- Battery: 1780 mAh (**READ MORE:** [Xiaomi Mi Power Bank Review](#))
- System: Android 4.4.4 KitKat

Now all of those eagle-eyed Android enthusiasts may have already figured out that the specification is not different than Micromax Canvas A1 — the first Android One device to ever debut. The Canvas A1 also shares a similar specifications but sells for Tk. 9,999 at the capital's Bashundhara City.

But Symphony Roar A50 will retail for a bit cheaper at Tk. 8,700. The phone is available for pre-booking on Banglalink website and pre-bookers will get the device during the first half of January.

Banglalink is also offering 1GB 3G data in the first month for OS updates & downloading apps from Google Play store. 300MB 3G data will be provided each month, for the next five months, so that you can keep your operating system up to date. Just to remind you, Android One phones receive OS updates straight from Google, just like Nexus device does. It is one of the biggest selling points for Android One phones. How Symphony's Android One phone performs in Bangladesh remains to be seen. But given that Symphony has already gained popularity among mobile phone consumers, and the fact that it's an Android One smartphone, the response to this device is likely to be huge



[Banglalink offers ZTE V807 For 3,500 Tk, but is it any good?](#)

Apr 18, 2014 Bangladesh, Phone

The advertisement features a central image of a ZTE V807 smartphone on a white plate, which is placed on a chocolate cake. The background is orange. Text in Bengali and English describes the offer. The Bengali text says: 'প্রিয়জনদের জন্য হটকেক অফার' (Hot cake offer for Priyojon members), 'প্রিয়জন প্রাতিমাহ এবং পোস্ত সদস্যদের জন্য ZTE হ্যান্ডসেটের বিশেষ মূল্য ৮৩৫০০, সাথে থাকছে বোনাস ১GB ডেটা' (Special price for Priyojon platinum and gold members: ZTE handset for 83500 BDT, with 1GB bonus data), and 'প্রিয়জন সিলভার সদস্যদের জন্য ZTE হ্যান্ডসেটের বিশেষ মূল্য ৮৪২০০, সাথে থাকছে বোনাস ১GB ডেটা' (Special price for Priyojon silver members: ZTE handset for 84200 BDT, with 1GB bonus data). The English text lists specifications: 'ZTE V807 (3G enabled)', 'Display: 4" WVGA, TFT', 'Operating System: Android 4.1', 'Processor: Dual-Core', 'Camera: 3M F1', 'Battery: 1600mAh', 'Memory: 4GB ROM + 32MB RAM', and 'Features: Dual-Sim, GPS, WiFi, Bluetooth etc.'. The Banglalink logo and slogan 'প্রিয়জন' (Priyojon) are also visible, along with the website 'www.banglalink.com.bd/priyjon' and the slogan 'নতুন কিছু করতে' (Do something new).

Headlines have grabbed the attention of potential smartphone buyers that Banglalink, a prominent mobile phone operator in Bangladesh, has offered a ZTE Android smartphone at BDT 3,500 which otherwise costs about BDT 10,000. Indeed a juicy offer. But that begs the question, is it worth the purchase?

Just because something is offered at an extremely low price does not mean it's a good idea to buy them. That's why we take a second look at ZTE V807, the smartphone Banglalink is offering to its Priyojon platinum & gold and silver customers at an extremely reduced price.

Basic Specs of ZTE V807

ZTE V807 is a 4-inch display that packs a resolution of 480 x 800 pixels. The display technology is TFT capacitive with a ppi of around 233. The phone has a dual core 1 GHz Cortex-A9 processor with MediaTek MT6577 chipset. For gaming and other graphics performance, it packs a PowerVR SGX531u Graphics Processing Unit. But the worst nightmare of almost any Android phone is the RAM. It has a RAM of 512 MB and an internal storage of 4 GB which can be expanded to up to 32 GB via a microSD memory card.

A good rule of thumb: 512 RAM = endless suffering

The basic designed smartphone has 3G capability, which is a good thing for Bangladeshi customers, but packs a battery of 1600 mAh which may cause the battery to run dry if constantly on a 3G network. It has WiFi, Bluetooth v3.0, GPS, Accelerometer and Proximity sensors. But on the camera end, it not only disappoints, but it disappoints terribly.

The ZTE V807 comes with a 3.15-megapixel back camera with no camera at all in front. The back camera is capable of shooting video but that does not compensate for the lack of front camera which could otherwise be used for video calling via Skype or taking endless selfies wherever you're on a memorable place.

Last of all, the phone runs on Android Jelly Bean (version 4.1) while the latest Android on the market is 4.4.3 KtKat. The possibility of this phone receiving a KitKat update is almost none. Is it worth buying ZTE V807?



At around BDT 10,000, we'd strongly suggest against purchasing this ZTE phone that is outdated by at least a year. But when the price is reduced to 3,500 Taka (4,500 Taka for Priyojon silver subscribers), it really makes a good question. For basic usage, this phone is well worth the price. But you must bear in mind that this phone in no way is going to give a satisfactory performance. After a while, the phone will feel laggy and sluggish. It'll take a moment for the keypad to open up anytime you want to make a phone call.

The apps, not that you can install many of them without sacrificing your phone's performance to an unusable degree, will become slow over time no matter what. And don't even think about playing high definition game on this device.

It's a well known fact that Android is a memory hungry operating system. So any device running Android's older version (anything below KitKat) on 512 RAM is supposed to suffer. It's not just because of the old hardware and software, but also because whenever you download an app, such as Facebook Messenger, you'll get the latest version which is optimized for latest hardware. This is a basic problem with Androids and the low-end, low-cost phones are the worst sufferers of this.

So, in the end, if you want a phone for checking email, sending text messages, and making phone calls that has the ability to run a few Android apps (probably WhatsApp and Instagram, though the camera literally sucks), you might be off to buy a ZTE V807. But if you're an Android enthusiast and are now thinking that this is your supreme chance to buy a branded Android phone, back off. This phone is going to cause you pain.

When it comes to Android phones, remember two things: 512 RAM = endless suffering; and reduced price = something's wrong.

All this is not to say ZTE V807 is a bad phone. It definitely is a good purchase for BDT 3,500-4,500. But because it's a smartphone (that's meant to be used for more than just talking), you might think twice before making the purchase. You only want to buy this phone if you badly need a phone right now at a low price and you could use the extra 1 GB free data Banglalink is offering with the purchase. And you don't want this phone if you have specific high expectation (such as hardcore gaming or mobile photography). So, make a mental note of what you want in your phone and match that with what ZTE V807 has in it. Because it's already a low-end phone, you should keep your expectations straight.

3.2 Grameenphone Archive



[Grameenphone Smartphone & Tab Expo Going on in Dhaka](#)

Dec 13, 2014 Bangladesh

For the third time, smartphone and tab expo is back in the city. Expo Maker has organized Grameenphone Smartphone & Tab Expo at the capital's Bangabandhu International Conference Center that debuted yesterday.

The expo will run through December 14th.

Renowned local and international companies are participating in this expo showcasing their latest smartphones and tablet devices. Visitors not only get to check out the latest gadgets but also win exciting gifts and prizes when you purchase them. Some companies are also offering special discounts on their devices valid throughout the expo.



Samsung, Asus, Lenovo, Huawei, and Acer are just a handful of companies that are exhibiting and offering special discounts on their latest smartphones and tablets. Local brands like Symphony and Okapia are also exhibiting their products at the expo. Symphony is offering some of their latest smartphones at exclusive discounts while Okapia is offering gifts to winners of the mini-gaming contest the company is holding at its stall.

Other internationally recognized and popular devices such as OnePlus One, smartphones from Xiaomi, tablet device from Ainol, etc are also available at the expo from various companies including Gadget Gang 7, DX Generation and RN Tech.



On the first day of the expo, the crowd was huge. It was like a proof that people need this sort of expo needs to take place more often and in a larger space. Although the organizers apparently said that this year the space will be bigger to accommodate more visitors, the smartphone expo area remained basically the same as last two times.

An extended place has been assigned for app exhibition and a smartphone gaming contest, which gained a lot of traction at the event.



The mobile gaming contest has been organized and hosted by Rise Up Labs, a popular game development company from Bangladesh that recently released Highway Chase game. The game is available on both Android and iOS platform.

Visitors at the Grameenphone Smartphone & Tab Expo can register and participate at this mobile gaming contest. People showed their interest in a contest like that which was reflected by the massive participation at the event although some of them said that they hoped to see a few more popular games being offered at the contest.



Grameenphone Smartphone & Tab Expo will be open to everyone until December 14th, from 10 am to 8 pm. Entry fee is BDT 20. You must take a look into the smartphone expo if you're in the market to buy a smartphone or tablet device at whatever budget. Even if you aren't, you might find it useful to take a peek as various accessories are also available at the expo.



[Grameenphone offers special 3G package to Samsung Galaxy S5 customers](#)

If you're looking to buy a Samsung Galaxy S5 from Bangladesh, purchasing one from Grameenphone would be the best option right now. And that's because the largest mobile

phone operator in Bangladesh has teamed up with Samsung to provide special 3G heavy pack at a significantly reduced price.

According to Grameenphone promotional offer, customers of Samsung Galaxy S5 can get GP 3G Heavy Pack for half the price. The 1mbps Internet package (where Fair Usage Policy kicks in after usage of 8GB of data) regularly costs BDT 1250 plus VAT. However, if you purchase a Galaxy S5 from Grameenphone, you'll be eligible for using this package at BDT 650 plus VAT for three months.

Samsung's latest flagship phone Galaxy S5 costs BDT 60,000 from Grameenphone. So if you're planning to buy one, you might as well buy one from Grameenphone to avail this attractive offer. This offer may, however, expire on 30th April and you'll not be eligible for the data pack if you're already a P2/P3 customer.

4. Android Apps Archive



[Microsoft Office for Android Tablets Releases Today](#)

Jan 29, 2015 Apps

4.1 Android tablets

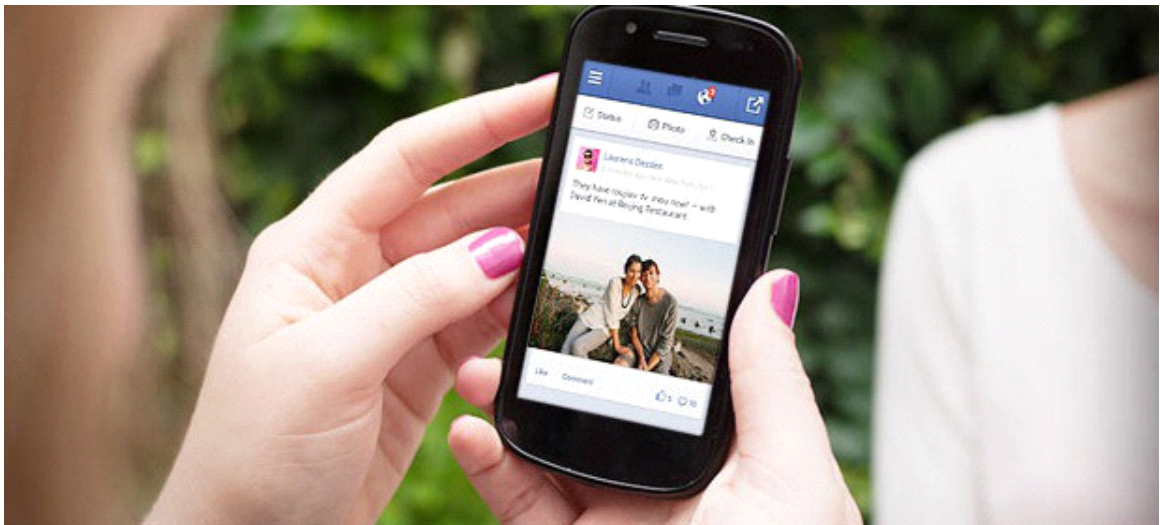
Microsoft is taking its office suite made for Android tablets out of preview mode today. Sources said that the latest full version of Microsoft Office will show up on Google Play store anytime now.

Microsoft released Office for Android tablets in preview mode some months ago. Users on Android devices were able to enjoy almost all the features of Word, Excel and Powerpoint on their Android device. Only a small number of features were locked down as they required a paid Office 365 subscription.

According to sources, the preview program for Microsoft Office for Android was tested on over 3,000 variants of 500 separate devices running on Android operating system. Microsoft believes that the app is ready for mainstream release, and is therefore taking it out of beta.

Microsoft Office is already rocking on iPhone and iPad with over 80 million downloads worldwide. With the new release on Android, Microsoft is making its Office apps free for use and available on all platforms. That's all part of Microsoft CEO Satya Nadella's plans. He wants to reach as many users as possible with Microsoft products regardless of the what operating system those users are running.

Meanwhile the Redmond-based company is preparing Office 2016 for a release late this year as well as a touch-friendly version of the office suite for phones and tablets running on Windows 10.



[Facebook Launches 'Facebook Lite' for Low-end Android Phones](#)

Jan 27, 2015 Apps, Bangladesh

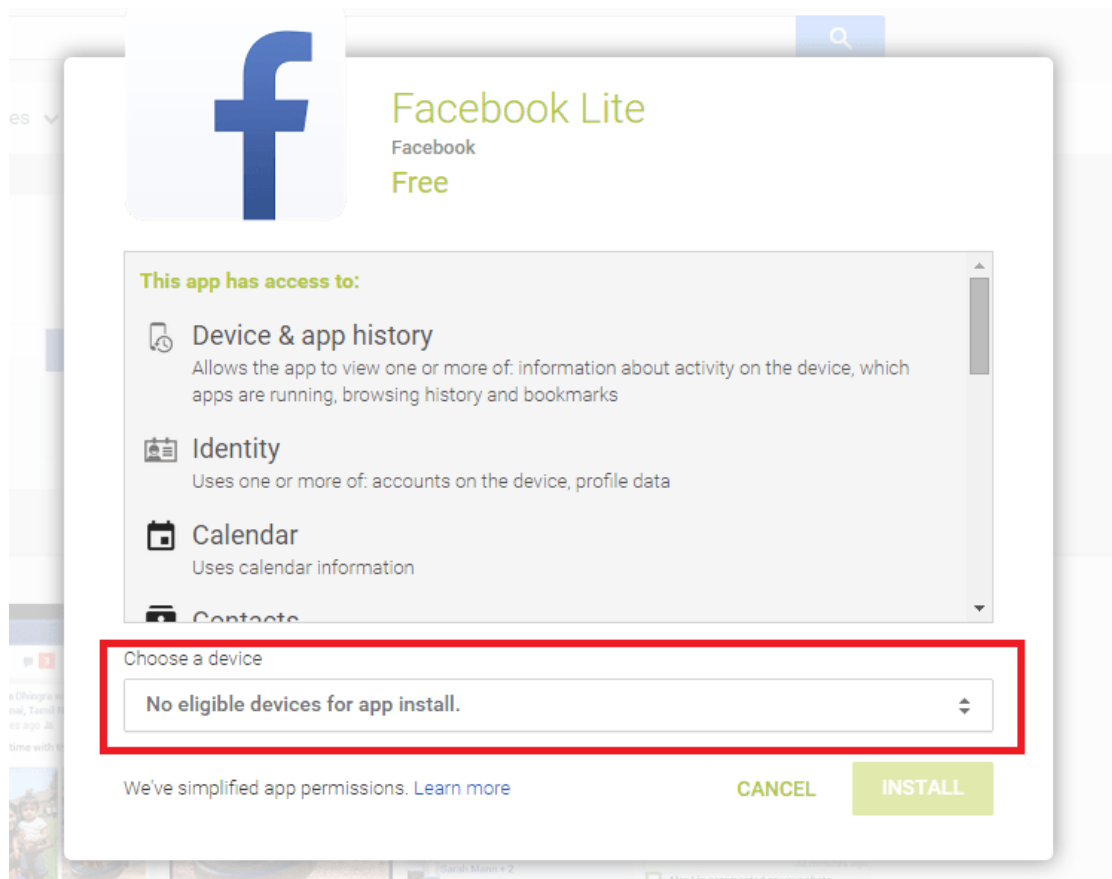
4.2 Facebook lite

One of the most used apps on Google Play is Facebook, and it's one of the worst apps, too. Because it takes a lot of space and eats up resources, until recently it constantly received negative reviews on Google Play store. In fact, the app became so demanding that Facebook had to strip it off messaging services, requiring users to install Facebook Messenger to message their friends, which also caused rage among its users.

Facebook Lite is a slimmed-down version of Facebook Android app that runs on low-end phones and takes up very little space.

But Facebook understands that no matter what it does, the app just isn't right for low-end smartphones from three years ago. Especially on the developing markets like Bangladesh and Sri Lanka, most people do not have the luxury to buy a good mid-range smartphone that has adequate hardware features. Internet connection can also be an issue in these countries.

To make sure users with a low-end phone is capable of using Facebook on their phone, Facebook just announced **Facebook Lite**, a new application on Google Play store that is aimed at users in developing countries who are using low-end smartphones. The app itself is less than 1 MB in size, Wired says its just 252 KB. That means it won't take up much space on those early 4 GB internal storage phones where user available storage is even less than that.



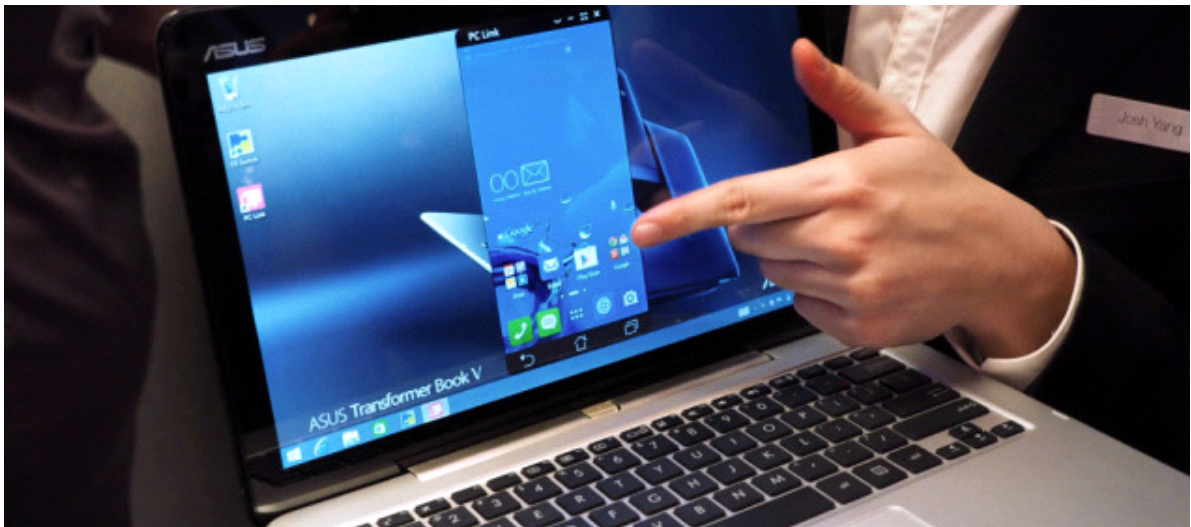
None of our devices were capable of installing the app. Perhaps because our devices don't qualify?

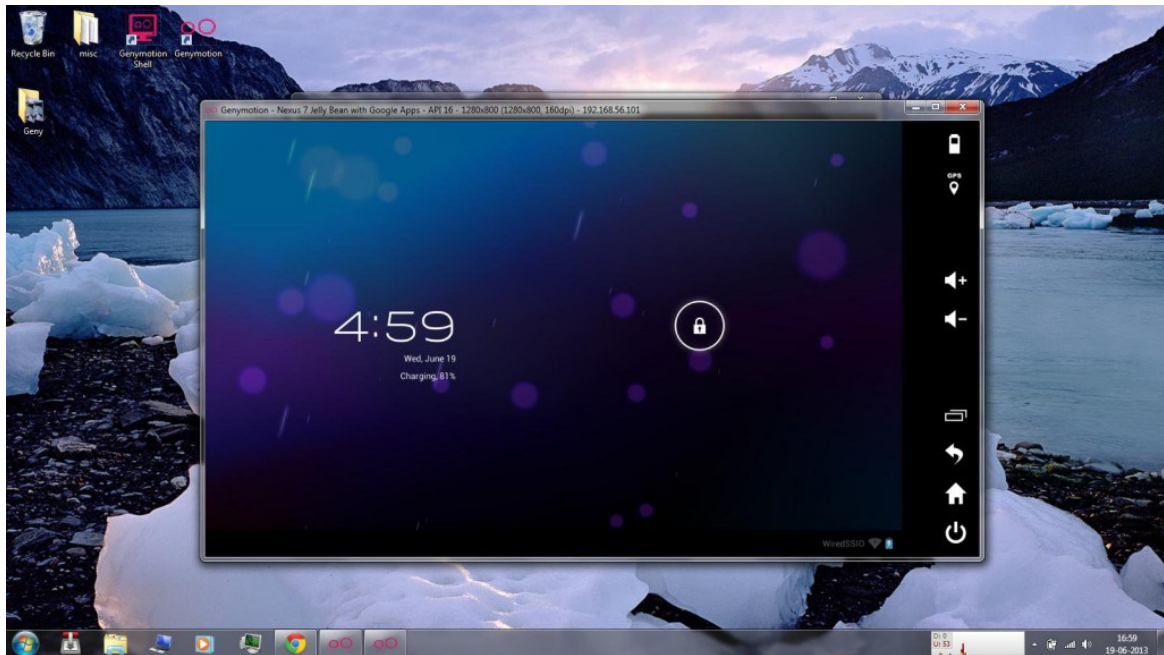
Facebook made sure that all the basic features are included in the app despite its ridiculously low size. The app can be used to stalk friends, see their status, links, and photos as well as share status and photos with friends. Thankfully, unlike the original Facebook app, Facebook Lite allows users to send and receive messages. Facebook realized a separate app for Facebook's messaging option would only require more space on the user's device.

According to Wired, the new app is now available in Bangladesh, Nepal, Sri Lanka, Vietnam, Sudan, South Africa, Nigeria and Zimbabwe. It works on smartphone that run on Android 2.2+, so if your phone didn't receive any update in the last three years, you should still be good to go.

In our test, strangely, non of the smartphones that are connected to our account was eligible for Facebook Lite. So we're guessing phones that are capable of running the full version of Facebook app can't run Facebook Lite? Do check out Facebook Lite on Google Play store and let us know if you can install the app on your device.

4.3 Android Emulators for PC





[Android Emulator PC](#)

If you have an Android device, chances are good, you have installed a few games on it. That is one of the great things about technology. Fun and function mixed together into one device. Perhaps there is a game on your Android smartphone or tablet that you wish you could play on a larger computer screen. It could be a racing game or a combat strategy game with high quality graphics which will be more fun when played on a computer. Now, thanks to the invention of Android emulators that lets you do just that. Simply install an Android Emulator on your PC and play Android games like Boom Beach on your computer in super-size mode. Here are two of the most popular emulators for you to consider.

4.3(a)BlueStacks Android Emulator

This simple Android emulator shows up like a widget that you install on your home computer. Upon downloading you will receive ten apps that are pre-installed. It is easy to use and you can use these ten apps to get a feel for the program's easy user interface. With this app you can also enjoy your favorite apps in full screen mode so that you see even the smallest details of the game you are playing.

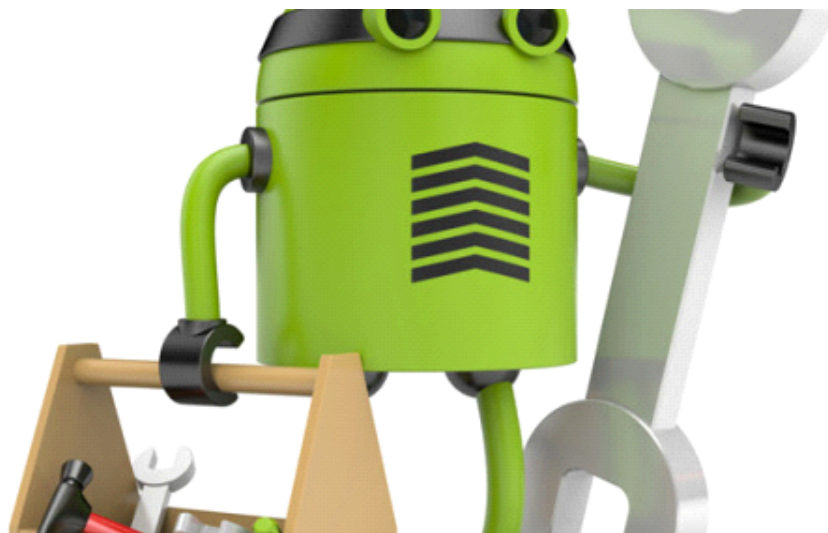
Once you have figured out the way it works, you can click the "Get More Apps" button and install other games that were formerly only available to Android users. At this time, the amount of games is somewhat limited, which could cause some users to be unsatisfied, but there are over 25 apps that are ready to install with more being added in the near future. If you want more games, you can sign up as a beta tester so that you will be the first to learn of and play other games as they are released.

4.3.(b) Andy Android Emulator

With one single app you can use all of your favorite Android apps on your PC or Mac computer and see how easy it is to sync between the two devices. You can chat via Snapchat or Viber on your home computer instead of using your Android and play your most favorite mobile app games. In some cases, you can even use your Android device as a remote control for you home computer to play the games.

You can take photos on your Android and have them uploaded to your home computer and do a variety of other things through a very easy to handle interface. It is a free program that requires you have windows 7 or 8 or the Mac OS X. It gives you access to the popular Google Play Store. With it, you basically turn your home computer into an android device. It even allows you to install third party launchers and customize Andy with icon packs, wallpapers, and more.

Although there are some other Android emulators out there but these two are the most popular. Now comes the question, which is the best? When trying to decide which emulator you want to work with so that you can enjoy Android apps on PC, it should be based mostly on what you want to do with it. If you want a good all-round program that allows you to use different kinds of apps like KIK messenger and games as well, then you may prefer the easy usability of Andy. If only Android gaming is your idea of great, BlueStacks should be more than enough to satisfy your needs.



[Calling all Bangladeshi Android App Developers](#)

Aug 17, 2014 Apps,Bangladesh

4.4 Bangladeshi Android App Developers

It's high time we started a series featuring Android developers from our birthplace — Bangladesh.

As you probably know, Android Kothon started its journey in August 2012 and has grown to enormous popularity since then. Due to some reasons our original Bangla site doesn't get regular update as much as it used to, but this English version has been doing great since its launch. And we're happy that we still get tons of visitors from Bangladesh and around the world.

We are lucky to have built a platform that brings Android enthusiasts together. We are lucky to have inspired a lot of Android-related groups on Facebook. And we feel great to be the first Android-related Bangla website in the world (and also the first bilingual platform in Bangladesh). Now we want to utilize this opportunity and bring some more people into the spotlight. We want to feature Bangladeshi Android app developers making games and apps. We are looking for developers who built and released (and maintaining regular updates) games and/or apps on Google Play. If you are one of the many, we want you to contact us. Please note that we want apps/games that:

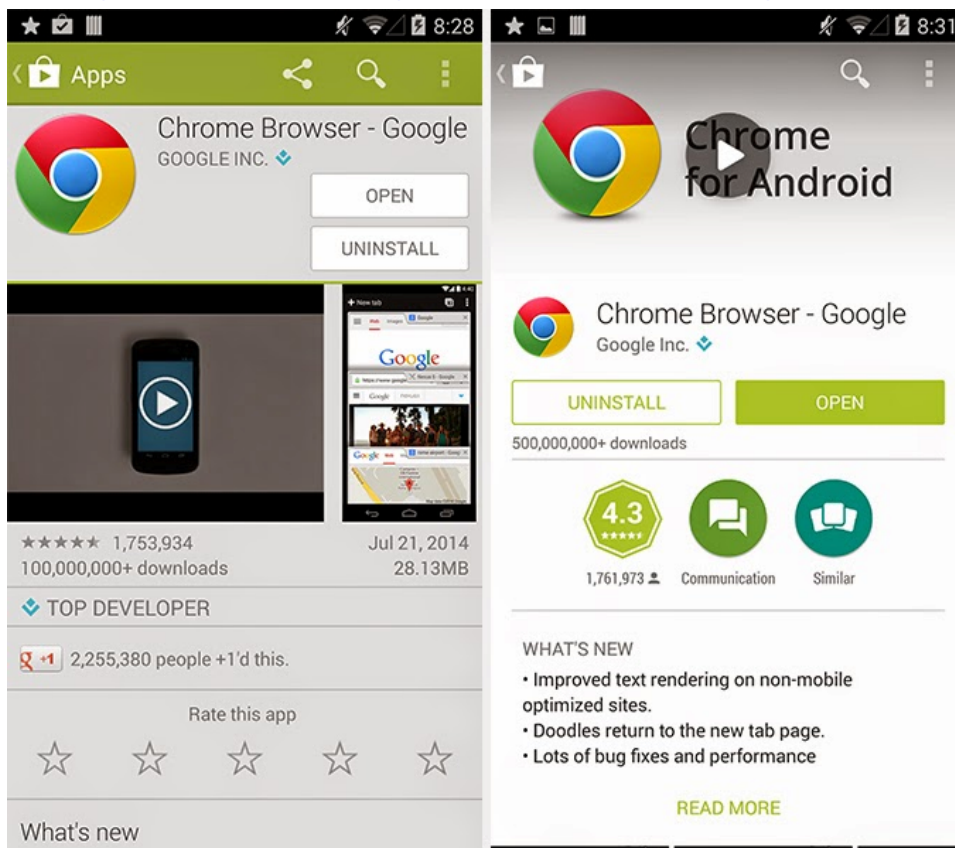
- have a unique style and design;
- don't have too many ads;
- are available for free;
- aren't aggregators of third-party content (such as newspaper apps);
- are developed by at most three people who live in Bangladesh;
- run on Android 4.0 and later.

We will prioritize unique concepts, but we are not making it mandatory. So if you've developed a running games similar to Temple Run, you're okay to submit it to us. Do note that it's not a contest and there will be no prize; that is if you believe getting your app or game to a wide audience is not a prize in itself.

So, Bangladeshi Android App developers out there, use the form below to get in touch with us. Do include your email so that we can get back to you. If your app deserves it, we will create a separate post reviewing it.* Otherwise it will be featured in a list post.

While we can't guarantee that your app download will skyrocket after we review it, simply because readers may simply not like the concept or design of your app, you will sure get a lot of exposure especially as a Bangladeshi developer. So send us your app now.

Google starts rolling out Material Design Play Store

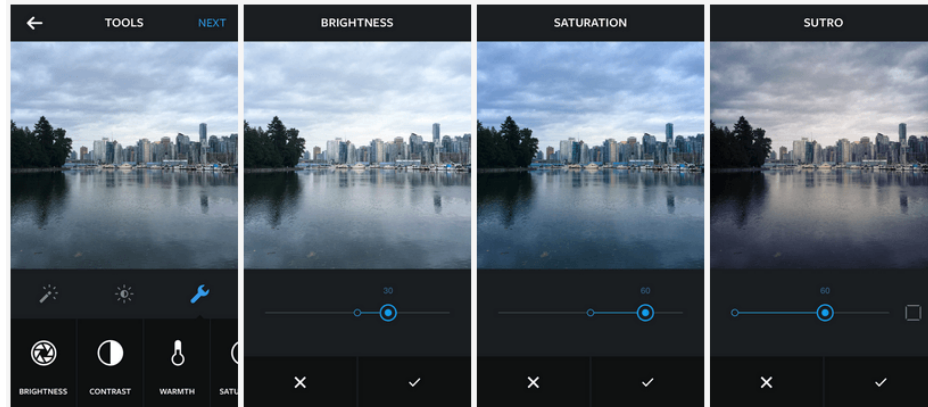


Google Play Store before (left) and after (right) the new Material Design update.

Back in Google I/O 2014, Google introduced Material Design, a new design philosophy soon to be seen in Android L version. Google has already started implementing the new design into a host of other services and apps, and the latest to get the Material Design update is Google Play Store.

Google says, in an official tweet, that the new update has already started rolling out and users all over the world should start getting the update in the coming days. Whenever the update reaches your phone, Play Store will automatically update itself. You won't need to do a thing.

Beyond filters: Instagram update brings more editing capabilities



If you have been keeping yourself from using Instagram all these days because just a bunch of simple filters weren't cutting it for you, now would be the best time to finally install it and give it a try. Instagram, the popular photo-sharing service currently owned by Facebook, has released an update that brings more precise photo editing capabilities.

The update lets you individually adjust brightness, contrast, warmth, saturation, etc after you apply a filter to it. Previously, you could only manually adjust the framing, cropping and the blurring (tilt-shift effect) on Instagram app. The new version lets you do post-filter editing more precisely.

Of course, these advanced editing tools won't make up for the professional photo editing tools you use on your computer. But for instant photo-sharing that Instagram is popular for, the advanced editing control over your images will definitely bring much more fun to the table.

4.5 Google Street View Launched in Bangladesh



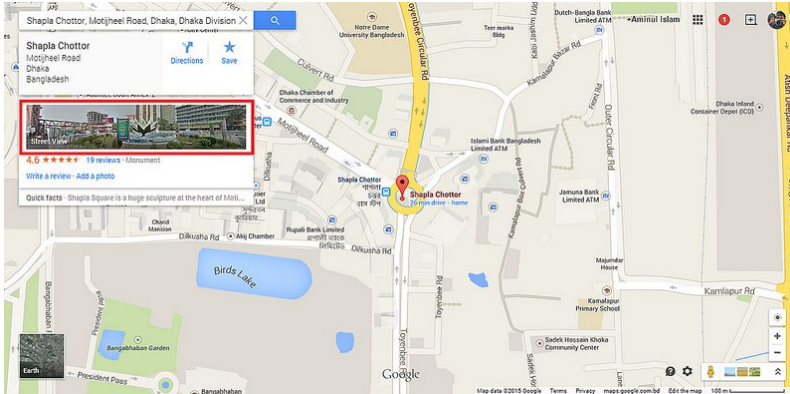
Google Street View Launched in Bangladesh

Jan 22, 2015 Bangladesh



There was a lot of chatter when Google Maps cars were recording imagery of Dhaka and other territories of Bangladesh. Principal among them was the question of when those images would actually go live. It has been a while since street view cars were here. A lot of us may have forgotten about the hype. But today we have a good news to share. Google Street View imagery from Bangladesh has finally gone live on Google Maps!

If you go to Google Maps now and search for specific area, you'll see the map of that place along with an option to opt in to street views. As seen in the screenshot below, when you click the Street View option, you'll enter the immersive 360 degree view of that area as recorded by sophisticated cameras from the top of Google's Street View cars.



This marks an important history in Bangladesh. Google Earth has been around for years now, but nothing comes as close as experiencing the streets imagery like in real world. Thanks to this, now you can take a look at any area before you are out of your bedroom. As of now, Street View can be used to view areas in Dhaka and Chittagong.

4.5(a)



[WhatsApp and Line Joins the List of Apps Blocked in Bangladesh](#)

WhatsApp, Line and one more messaging application joins the list of services currently blocked in Bangladesh. The authorities said that the previously banned services, Tango and Viber, will remain ‘behind ban’ until January 21 midnight.

Telecom regulator BTRC issued letters to block Line, WhatsApp and mypeople in Bangladesh. The government yesterday blocked Viber and Tango in an effort to stop criminals from using the service to communicate with each other. Although it was initially said that the services will be unblocked at Sunday midnight, the government has not only extended the bar but also added three more apps to the list.

All of these applications are used for sending and receiving instant messages at free of cost. Some of these services, including Viber and Line, allow users to make voice calling for free. The services are similar to Skype, but uses far less data to send and receive messages.

WhatsApp is the most popular instant messaging service in the world. Viber is also popular for its voice calling feature, something which WhatsApp is said to be working on. However, the continued blocking of these apps are not necessarily making users unable to use the services. Using free virtual private network services, anyone is able to access all of these blocked services. So ultimately what the block is causing is a lot of trouble for average users who use these messaging apps to stay in touch with friends and family.

Sources said that BTRC ordered to keep the services blocked until January 21 midnight. But it's likely that the block on these services will continue

5. Android Games Archive



[Google Play Summer Sales is here: Grab apps and games at discounted price while it lasts](#)

Jul 24, 2014 Apps, Games

Shortly after pushing the latest Material Design inspired Google Play Store update to the world, Google Play Summer Sales has begun with a host of games and apps at discounted price. Although you won't see the "Summer Sales" phrase anywhere on Google Play just yet, you will notice certain apps and games are available at a discounted price.

Below is a list of premium games (that offer in-app purchase), premium games, and premium apps that are currently on sale for less than what they usually cost.

Premium games: in-app purchase sales

- Reaper: 50% off in-app pro upgrade
- Iron Force: 30% off select IAP
- Theme Park: 40% off select IAP
- Tetris Blitz: 50% off select IAP
- The Sims: 50% off select IAP

Premium games

- Blueprint 3D: \$.75
- Terraria \$2
- Monopoly Millionaire: \$.50
- Dead Space: \$2
- Final Fantasy III: \$ \$8
- Final Fantasy IV: \$ \$8
- Worms 3: \$2.50
- NBA Jam: \$1
- Sprinkle Islands: \$1
- Little Big Adventure: \$2
- Guns and Glory WW2 Premium : \$1
- Temple Run Oz: \$1

Premium apps

- Runtastic Sit Ups Pro: \$1
- Runtastic Pro: \$3
- Runtastic Mountain Bike Pro: \$2
- Runtastic Push Ups Pro: \$1
- Runtastic Heart Rate Pro: \$1
- Weather Pro HD: \$1
- Weather Pro: \$1
- MeteoEarth: \$1
- Beautiful Widgets Pro: \$1
- Zombies, Run \$2

The list has been created by the folks over at Android Authority. Please do let us know in the comments if you find any other games and apps other than the listed ones that are available at a discounted price. Also, if you bump into one of the listed apps and games and see that the price has gone back up, do let us know so that we can update the post accordingly.



[Get Your Criminal Mind Ready for This December!](#)

Dec 4, 2013 Games

This December, Cars will be blowing up. Havoc will bring the city to a standstill. Police will be helpless. Drug lords will rule the kingdom again. And the underground world of the city will be wide awake and back in action with its murderous kind. Millions of people will pick up weapons, dangerous explosives and go beyond the law and ethics. Chaos will be the nature again.

This December, C.J. will be back in the city of San Andreas!

Rockstar Games has recently revealed that it is finishing up Grand Theft Auto: San Andreas — one of the most successful and most acclaimed action games of all times until GTA 5 — for a mobile release. The studio has announced that the insanely popular game will hit iOS and Android devices by the end of December.

Graphically enhanced, more immense, optimized for mobile

Rockstar announced that the games graphics have been significantly enhanced and well-optimized for mobile play. If you were thinking that a game this big must have gone through some sacrifice in graphics and gameplay, you'd be wrong. It's Rockstar Games we're talking about. If they say they can do it, they can do it. No argument, or you'll be shot in the head!



Every character, car and other elements of the game have been graphically enhanced. Improvements have been made to shadow and color palette. For optimum gameplay, draw distance has been increased. Game's control has been redesigned to suit the little displays enabling touch controls that only show up when you need them. There are multiple control schemes for different actions in the game.

When we hear that a game like GTA San Andreas is hitting mobile device, we begin to wonder how much playable the game would be given the game's insanely big gameplay, lots of mainstream and side missions as well as hundreds of little interactive elements throughout the gameplay. But Rockstar has done it with GTA Vice City. And there is no reason to doubt its excellence with GTA San Andreas.

Rockstar hasn't specified the date of release, but it did say that the game will hit stores for Windows Phone and Amazon Kindle in addition to Android and iOS, so you will not have to wait for it to hit your platform. But which devices will be supported still remains a mystery. As four days have already passed, we might know soon when the crime world will rise again and who will get to be a part of it as Rockstar noted it will unveil more details of the game in the coming days.

So, get your gears ready and be prepared to enter the world of crime with a story of revenge, murder and *love* where twists are your everyday meal with Grand Theft Auto: San Andreas. Regardless of wherever you are.



6. Android Wear Archive



[Buy Android Wear: LG G Watch and Samsung Gear Live available for order; Moto 360 coming later this summer](#)

Jun 26, 2014 [News](#), [Smartwatch](#)

6.1 Smartwatch

Google has finally detailed everything there is to know about Android Wear at today's annual event, Google I/O 2014 keynote, which took place in San Francisco. The first three devices to run on Android Wear are LG G Watch, Samsung Gear Live, and Moto 360. Two of these three will go on sale later today.

It's important to note, though, that available for purchase does not necessarily mean it'll ship right away. You can order to buy Android Wear-run LG G Watch or Samsung Gear Live, which looks quite similar to Gear smartwatch, but they'll ship at a later time.

Smartwatch enthusiasts have been waiting to learn more about the LG and Motorola smartwatch ever since they were first announced along with Android Wear. While LG's Android Wear is going on sale today, Google tells us that the Moto 360, which is much more beautifully designed and very much anticipated, will be available later this summer.



This might be the new Android logo

Jun 4, 2014 [News](#), [Rumors](#), [Smartwatch](#)

Did you know how long Android has existed for? Did you know over the course of its lifetime, the operating system's logo has seen absolutely no official change? Google might have thought that it was time for an update. And if the new image is truly Android's new logo, we have to say that the search giant has taken a leap into the right direction.



Smartwatch

Motorola contest suggests Moto 360 smartwatch price could be \$249



The announcement of Android Wear and Moto 360 along with LG G Watch came rather quickly and out of the blue. But it got everyone excited. We've seen a lot of people especially falling in love with the design of Moto 360 smartwatch. But everyone kept wondering, what would be the price for Moto 360?

If a recent contest by Motorola, applicable only for the residents of the US and the UK, is any indication, Moto 360 smartwatch price could be \$249. Moto 360 is the grand prize of the contest that Motorola is yet to announce. And in the official rule document, which you can find in Google Drive here, Motorola mentions the ARV (Approximate Retail Value) of Moto 360 to be \$249.

Nowhere in the document does Motorola mention that this would be the retail price of Moto 360. But this is as good an indication as it gets. So we're likely to see a Moto 360 pop up in shelves soon and all you need to get your hands on one of them might be just \$249.

Do you think Moto 360 is a good bargain for \$249? Or is it still too pricey? Let us know your thoughts in the comments.

7. Marketing Analysis of Android phone in Bangladesh

1 Target Segment • Materialist Experiencers – Prefer possessions and big brands for reassurance – Make me look modern, knowledgeable, and stylish – Love new experiences because they help keep me young and vital – Young at heart and outgoing (15-45 years old)

2. Target Segment • They Say “Mobile phones are like clothes. People make judgments about you by looking at your mobile phone. If they see a phone, they see the style ,not the features. I'll change this when it's used by many people. So I want to buy a new one.”

3. Competition Analysis • Players Operating: Samsung, Nokia, iPhone, LG, Symphony, Micromax, Maximus, Walton • Other players in the Bangladesh market include HTC, Blackberry, Smart, Kingstar, Huwaei, G-Five, Octenn, Forme etc. • Symphony , the market leader, is ahead of international players such as Nokia and Samsung. • The grey market which used to account for as much as 80% of total unit shipments until a few years ago has now fallen below 20% in the country. • Domestic players like Symphony Mobile, Smart Mobile, Maximus etc., have done well. They compete with international players like Nokia and Samsung. • Aggressive pricing strategy, contemporary features and style, international quality mobile phone models, and strong distribution network have made Symphony the most preferred choice of Bangladeshi youth.

4. Competition Analysis (Symphony) • Symphony's unique offerings and first-mover advantage are the firm's distinct competitive edge. For instance, Symphony was the first to launch branded dual-SIM handsets and country's first QWERTY keyboard phone with trackball. •Symphony's high-end phone, the Xplorer W100 (Rs. 16,312), is loaded with a host of advanced technologies, which are generally not seen in handsets of the company's international competitors. • Symphony has customer care centers in all major districts of Bangladesh and collection points in the smaller districts in order to ensure prompt and

reliable service to customers based in remote locations. • These strengths won Symphony the hearts of the Bangladesh consumers and catapulted Symphony to a leadership position vis-à-vis international giants. • Innovation in features, pocket-friendly pricing (its androidphone price ranges from Rs.4203 to Rs. 16312), distribution and customer intimacy are the true ingredients of success in a tough, economically challenging global business environment. • One more important factor to Symphony's popularity is its communication strategy. Despite being a low-priced phone, it always maintains premium and youthful look and feel in its ATL communication.

5. Competition Analysis (Samsung) • Samsung is the 3rd in overall handset market and 2nd in androidphone market. • It has its own Samsung androidphone café shops in major cities and districts. Moreover, Samsung is available most mobile phone outlets. • It recently launched its latest Galaxy S4 in Bangladesh. • Samsung very often communicates Easy Monthly Installment (EMI) Facility for its androidphones and tablets through print media and POSM.

6. Competition Analysis (Nokia) • Once a market leader, Nokia now holds the 2nd position in overall phone market • But it's insignificant in Smartphone segment. • It has its own Nokia Care centers apart from its availability in almost all the mobile shops. • It's ATL communication is present in Print media and Billboards.

7. Market Share (All Phones) Total Market Share per Month Qty/Month Amount (Tk.)/month Average Sales Price in Tk. 1,500,000 2,464,500,000 1,643

8. Market Share (All Phones) Year 2011 2012 2013(8 Months) Volume Sales (Qty) 9,600,000 14,400,000 12,000,000 Growth 33% 20% Total Sales/Year

9. Market Share (All Phones) • Market Share /Brand/ Month Brand Volume Share in Qty Volume Share in % Average Sales Price in Tk. Value Share in Taka Value Share in %
Symphony 495,000 33 1,300 643,500,000 26 Maximus 180,000 12 1,200 216,000,000 9
Nokia 120,000 8 4,200 504,000,000 20 Samsung 105,000 7 4,200 441,000,000 18
Rest of the Brands (More than 200 Importers) 600,000 40 1,100 660,000,000 27
Total 1,500,000 100 2,464,000 100

10. Market Share (androidphones) cont. from last slide • Quarter-on-quarter the market contracted by 6.5% in terms of overall unit shipments • But androidphones exhibited an extremely impressive growth of 222.2% in the same time-frame. • Feature phones, on the other hand, showed a declining trend • This trend is definitely a big challenge for players like Nokia whose androidphones portfolio is yet to show an impressive start

11. Bangladesh androidphones Market • The Bangladesh market saw a rise of androidphone shipments by 222.2% during the period January-March 2013 over the October-December 2012, taking the overall contribution of androidphones to 3.1% for the period. • With the onset of 3G era, the androidphone market is sure to increase

12. Market Trends % of population with internet and 3G access, Indonesia and Bangladesh, 2012 Source: GSMA Intelligence, AIISP Indonesia, BTRC Bangladesh

13. Market Trends • Bangladesh has reached a remarkable internet penetration despite negligible 3G use, with most people using the internet over a 2G connection via feature phones or low-end androidphones. • A strong latent demand for mobile internet access will accelerate via the availability of 3G and the enhanced user experience gained

through a higher speed connection with lower latency. • androidphone use is growing • People are switching from feature phones to smart phones

14. Market Trends • Multinational brands such as Samsung and Sony Mobiles are introducing high end androidphones and superphones in the Bangladesh market. • Samsung and Sony has already introduced Galaxy S4 and Xperia Z respectively. • However, this will not necessarily make these players attain leadership positions in this space in the near future. They are more likely to continue to serve the niche, premium androidphones segment like iPhone and HTC currently do.

15. Market Trends • The growth of 222% in Q1 CY'13 clearly shows the propensity of the Bangladesh customers adopting androidphones. • To benefit from this growth, brands need to offer good 'value for money' androidphone 'deals' including applications adapted to local needs, bundled with affordable data plans and an efficient after sales service across the country. • The ability to offer an optimal mix of these elements is what makes Symphony the market leader currently. • Since local brands are doing well in Bangladesh, the market could be served with handsets manufactured out of India at competitive price points. This will create an additional market for Indian mobile handsets and broaden supply chain options for Bangladesh handset vendors.

16. Data Usage Driving Smartphone Sales • Still large potential to increase androidphone share as people have started to use androidphones for purposes other than basic purpose of calling • Smartphone usage of 50-130 MB per month Vs. 8 MB on feature phones • 3G will surely increase data usage ,i.e., androidphones

17. Consumer Appeal & Emotional Hooks • Target Segments want to stay ahead of the curve • Smartphone itself pulls consumers • Cutting-edge features & apps add additional differentiation and appeal • Smartphone users are preparing to avail the 3G services. Smartphone is not only a powerful device while on the go, but it's also widely used as a source for entertainment in home.

8.Current market prices of different androidphone in Bangladesh.

8.1 Samsung

Samsung Galaxy J1 Ace

9,490 Tk.

Samsung Galaxy J2

12,990 Tk.

Samsung Galaxy Note 5

69,900 Tk.

Samsung Galaxy A8

44,900 Tk.

Samsung Galaxy Ace Nxt 2

6,990 Tk.

Samsung Galaxy J7

21,900 Tk.

Samsung Galaxy J5

18,900 Tk.

Samsung Galaxy S6 edge

64,900 Tk.

Samsung Galaxy S6

44,900 Tk.

Samsung Galaxy A7

29,900 Tk.

Samsung Galaxy E7

26,900 Tk.

Samsung Galaxy E5

21,900 Tk.

Samsung Galaxy J1

8,990 Tk.

Samsung Z1

5,990 Tk.

Samsung Galaxy A5

24,900 Tk.

Samsung Galaxy A3

21,900 Tk.

Samsung Galaxy Core Prime

10,990 Tk.

Samsung Galaxy S Duos 3

9,900 Tk.

Samsung Galaxy Grand Prime

14,900 Tk.

Samsung Galaxy Note 4

49,900 Tk.

Samsung Galaxy Ace NXT

6,990 Tk.

Samsung Galaxy Alpha

65,000 Tk.

Samsung Galaxy Core 2

7,990 Tk.

Samsung Galaxy S5

60,000 Tk.

Samsung Galaxy S3 Neo

32,000 Tk.

Samsung Galaxy K Zoom

47,000 Tk.

Samsung Galaxy Note 3 Neo

47,000 Tk.

Samsung Galaxy Grand Neo

21,900 Tk.

Samsung Galaxy S Duos 2

12,500 Tk.

Samsung Galaxy Grand 2

24,800 Tk.

Samsung Galaxy S4 I9500

38,000 Tk.

Samsung Galaxy Note 3

63,000 Tk.

Samsung Galaxy S4 mini I9190

30,000 Tk.

Samsung Galaxy S4 Zoom

41,280 Tk.

Samsung Galaxy Trend

8,500 Tk.

Samsung Galaxy Star Pro

6,500 Tk.

Samsung Galaxy Core I8260

18,500 Tk.

Samsung Galaxy Note 2 N7100

47,000 Tk.

Samsung Galaxy S3 Mini I8190

26,500 Tk.

Samsung Galaxy S3 I9300

33,000 Tk.

Samsung Galaxy Grand I9082

27,900 Tk.

Samsung Galaxy Mega 5.8 I9150

30,000 Tk.

Samsung Galaxy Mega 6.3 I9200

34,000 Tk.

Samsung Galaxy Y Duos S6102

12,900 Tk.

Samsung Galaxy Note N7000

55,500 Tk.

Samsung Galaxy S2 I9100

40,000 Tk.

Samsung Galaxy S Duos S7562

12,630 Tk.

Samsung REX80 S5222R

8,900 Tk.

Samsung Galaxy Star S5280

6,900 Tk.

Samsung Galaxy Y S5360

9,990 Tk.

Samsung I9000 Galaxy S

26,000 Tk.

Samsung Galaxy Nexus I9250

32,000 Tk.

Samsung Galaxy S Advance I9070

27,500 Tk.

Samsung Galaxy Ace S5830

14,880 Tk.

8.2Walton

The market shaking Primo X2 and Primo ZX or the world's slimmest Primo X3 or the ultra premium Primo X2 and Primo Z won thousands of hearts and has been able to make a lot of fans. The sale of the cell phones from this brand is on rise and as of 2015, they are among the top 3 brands in Bangladesh in terms of sales.

Walton Primo V2

Coming Soon

Walton Primo E6

Coming Soon

Walton Primo GH4

7,290 Tk.

Walton Primo G6

6,790 Tk.

Walton Primo D6

4,190 Tk.

Walton Primo H4

8,790 Tk.

Walton Primo RX4

13,990 Tk.

Walton Primo S4

15,990 Tk.

Walton Primo GF4

6,190 Tk.

Walton Primo F6

5,990 Tk.

Walton Primo RM2

11,990 Tk.

Walton Primo EF3

6,390 Tk.

Walton Primo EM

5,290 Tk.

Walton Primo E5

4,950 Tk.

Walton Primo RH2

10,990 Tk.

Walton Primo RX3

13,990 Tk.

Walton Primo E4+

5,990 Tk.

Walton Primo HM Mini

8,690 Tk.

Walton Primo RM

10,790 Tk.

Walton Primo E4

5,490 Tk.

Walton Primo GM

9,290 Tk.

Walton Primo NF+

8,790 Tk.

Walton Primo NX2

14,490 Tk.

Walton Primo F5

6,690 Tk.

Walton Primo GF3

7,890 Tk.

Walton Primo Z

24,490 Tk.

Walton Primo GM Mini

8,890 Tk.

Walton Primo RH

10,290 Tk.

8.3 Maximus

The mobile phone market is ever flourishing in Bangladesh. So the mobile companies are also expanding their business. Maximus is no exception and they are launching new devices with innovative features and stylish design to attract more customers.

Though the name “Maximus” can be new to us but this company is not new. It was named as “**Siemens Bangladesh**” previously. They did good business around the year 2005-2006. They had about 7% market share at that time. But then they changed their business policy and sold their company to the **Quartel Infotech Limited**. They got the whole share of the company after a bid. After that they started manufacturing phones from 2009 under the name Maximus. And they have done well in the business and they achieved almost 10% of the market share within 2010.

Maximus manufactures different types of devices. They produce devices for the people with limited or average income who want to have a good quality smart phone at a reasonable price. There are some series like universal, full multimedia, touch phone and smart phones. In smart phones they have fixed the prices very less and it starts from around BDT 5000. So this has been very reachable phones to the all classes of people. By offering various devices they are going towards to achieve their goals

Maximus iVibe

7,650 Tk.

Maximus i Cube

5,399 Tk.

Maximus IX UFO

9,999 Tk.

Maximus IX Hexa

8,990 Tk.

Maximus IX Kane

13,999 Tk.

Maximus Max408

5,375 Tk.

Maximus Max406

5,799 Tk.

Maximus IX

9,600 Tk.

Maximus Max908i

7,575 Tk.

Maximus Max908 Quad

6,770 Tk.

Maximus Max500

6,999 Tk.

Maximus Max911

7,575 Tk.

Maximus Max403

4,865 Tk.

Maximus Max402

4,870 Tk.

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Maximus Max401

4,650 Tk.

Maximus Max404

7,435 Tk.

Maximus Max400

5,590 Tk.

Maximus Max300

6,200 Tk.

Maximus Max11

4,125 Tk.

Maximus MAX950

6,995 Tk.

Maximus MAX980

7,575 Tk.

Maximus MAX908

6,770 Tk.

Maximus MAX907

4,850 Tk.

Maximus MAX903I

4,650 Tk

8.4Symphony

The most popular gadget from this brand is Xplorer W68 released in 2013. Xplorer ZVI released in July 2015, Xplorer ZV released in December 2014, Symphony H150, Symphony Xplorer V80, Symphony W68Q and Symphony W69Q are some other popular devices from this brand.

Symphony E55

3,390 Tk.

Symphony Xplorer V52

5,990 Tk.

Symphony Xplorer ZV Pro

13,990 Tk.

Symphony Xplorer V45

4,890 Tk.

Symphony Studio 50

9,490 Tk.

Symphony Xplorer P6 (2GB RAM)

11,190 Tk.

Symphony E76

3,990 Tk.

Helio S1

17,990 Tk.

Symphony Xplorer E60

3,690 Tk.

Symphony Xplorer E10

2,990 Tk.

Symphony Xplorer V50

5,390 Tk.

Symphony Xplorer P6

9,990 Tk.

Symphony Xplorer ZVI

14,990 Tk.

Symphony M1

6,690 Tk.

Symphony Xplorer E5

2,690 Tk.

Symphony Xplorer H55

8,290 Tk.

Symphony Xplorer V80

7,190 Tk.

Symphony Xplorer H150

9,290 Tk.

Symphony Xplorer V40

5,990 Tk.

Symphony Xplorer V60

6,490 Tk.

Symphony Xplorer V30

5,290 Tk.

Symphony Xplorer V70

7,990 Tk.

Symphony Xplorer E75

4,490 Tk.

Symphony Xplorer E25

3,750 Tk.

Symphony Xplorer H200

9,990 Tk.

Symphony Roar V25

5,190 Tk.

Symphony Xplorer V55

6,590 Tk.

Symphony ROAR A50

8,700 Tk.

Symphony Xplorer ZV

11,490 Tk.

Symphony Xplorer H20

8,290 Tk.

Symphony Xplorer W72

7,990 Tk.

Symphony Xplorer P8

17,990 Tk.

Symphony Xplorer W85

9,490 Tk.

Symphony Xplorer ZII

19,500 Tk.

Symphony Xplorer ZI

19,990 Tk.

Symphony W71

7,990 Tk.

Symphony W150

14,990 Tk.

Symphony Xplorer W35

6,290 Tk.

Symphony Xplorer W12

8.5 HTC

It is one of the rising popular mobile phone brand in Bangladesh in the year 2015. HTC price list in Bangladesh includes mobiles that costs over BDT 15,000. However, over the past years HTC introduced excellent android based devices that bears high quality that includes HD video camera, many still camera features such as smile detector, image stabilizer etc. along with excellent design.

HTC Desire 326G

12,200 Tk.

HTC Desire 820s

Coming Soon

HTC Desire 626G+

Coming Soon

HTC Desire 620G Dual SIM

16,640 Tk.

HTC One (M8 Eye)

38,870 Tk.

HTC Desire 526G+

15,890 Tk.

HTC Desire 820G+

Not Available

HTC One ME

Not Available

HTC One M9+

Not Available

HTC One E9+

Not Available

HTC One M9

Not Available

HTC Desire 820

Not Available

HTC Desire 826

Not Available

HTC Desire 626

Not Available

HTC Desire 620 Dual SIM

Not Available

HTC Desire 816G Dual SIM

Not Available

HTC Desire Eye

Not Available

HTC Desire 510

Not Available

HTC Desire 616 dual

Not Available

HTC Desire 516

Not Available

HTC One (E8)

Not Available

HTC One Mini 2

Not Available

HTC One (M8)

Not Available

HTC Desire 816

Not Available

HTC Desire 610

Not Available

HTC Desire 310

Not Available

HTC Desire 700 dual sim

Not Available

HTC Desire 601 dual sim

Not Available

HTC Desire 501

Not Available

HTC One Max

Not Available

8.6 Oppo

Oppo is actually known for high budget smartphones. But they also produced few mid-low and mid range smartphones. But at the same time, they also provide solid build quality, excellent features and performance.

Here in this page you will find the latest released Oppo smartphones and their prices in Bangladesh.

Oppo R7 Lite

24,900 Tk.

Oppo Mirror 5

19,500 Tk.

Oppo R7

36,000 Tk.

Oppo Neo 5

15,000 Tk.

Oppo Joy Plus

8,900 Tk.

Oppo Mirror 3

19,500 Tk.

Oppo N3

54,800 Tk.

Oppo R5

39,900 Tk.

Oppo Find 7

38,000 Tk.

Oppo Find 7a

32,000 Tk.

Oppo N1 Mini

27,000 Tk.

Oppo R1k

32,000 Tk.

Oppo Neo 3

12,800 Tk.

Oppo Joy

10,000 Tk.

Oppo Yoyo

19,000 Tk.

8.7 Okapia

Okapia mobile started their journey in Bangladesh in the year 2014. From mid 2014, they started to release android smartphones in affordable price in Bangladeshi market. Till now, Okapia is mostly targeting low to mid-low budget consumers like Walton, Symphony, Maximus etc. brands

Okapia Matrix

7,990 Tk.

Okapia Ultima

10,990 Tk.

Okapia Inspire

12,290 Tk.

Okapia Infinity

9,990 Tk.

Okapia Magic+

6,990 Tk.

Okapia Spark

4,490 Tk.

Okapia Elite

12,490 Tk.

Okapia Epic

15,990 Tk.

Okapia Magic

6,390 Tk.

Okapia Striker

4,790 Tk.

Okapia Life

5,890 Tk.

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Okapia Easy

4,490 Tk.

Okapia Style

7,990 Tk.

Okapia Xcite

8,990 Tk.

Okapia Joy

5,290 Tk.

Okapia Fusion

9,990 Tk.

Okapia Storm

6,290 Tk.

Okapia Sensation

5,990 Tk

8.8 Sony

Since the worldwide popularity of Chinese phone companies such as Xiaomi and Huawei, Sony is generating less and less sales and profit from its smartphone department. The specialty of these strong Chinese companies are, they are reliable, offering decent good quality and high specs in relatively lower price

Sony Xperia C5 Ultra

29,900 Tk.

Sony Xperia C4 Dual

26,900 Tk.

Sony Xperia M4 Aqua

24,900 Tk.

Sony Xperia E4 dual

14,900 Tk.

Sony Xperia E3

19,000 Tk.

Sony Xperia Z3

49,900 Tk.

Sony Xperia Z3 Compact

40,410 Tk.

Sony Xperia M2 Aqua

24,990 Tk.

Sony Xperia C3

25,900 Tk.

Sony Xperia T3

29,900 Tk.

Sony Xperia M2 Dual

18,900 Tk.

Sony Xperia Z2

49,900 Tk.

Sony Xperia E1 dual

9,900 Tk.

Sony Xperia E1

9,900 Tk.

Sony Xperia T2 Ultra dual

28,900 Tk.

Sony Xperia T2 Ultra

27,900 Tk.

Sony Xperia Z1 Compact

42,500 Tk.

Sony Xperia Z1

45,500 Tk.

Sony Xperia Z Ultra

44,900 Tk.

Sony Xperia C

19,500 Tk.

Sony Xperia M Dual

17,000 Tk.

Sony Xperia L

14,490 Tk.

Sony Xperia ZR

29,500 Tk.

Sony Xperia SP

17,990 Tkj.

Sony Xperia Z

39,900 Tk.

Sony Xperia ZL

33,900 Tk.

Sony Xperia TX

25,490 Tk.

Sony Xperia V

21,950 Tk.

Sony Xperia T

21,950 Tk.

Sony Xperia ion

24,950 Tk.

8.9 LG

In this recent race to compete with the other mobile phone companies LG also take serious steps to make a room among them. So they have started producing excellent android phones full of features. Some of the amazing and most innovative LG phones are Nexus 4, Nexus 5, G2 and G Flex. Here are some common features of the latest LG's phones:

LG G4

46,500 Tk.

LG G Flex 2

51,500 Tk.

LG Magna

15,300 Tk.

LG Leon

9,800 Tk.

LG L60

Coming Soon

LG L Bello

18,250 Tk.

LG G3

33,100 Tk.

LG L70 Dual

14,990 Tk.

LG G Pro 2

49,900 Tk.

LG G2 Mini

26,900 Tk.

LG Nexus 5

34,490 Tk.

LG G2

39,990 Tk.

LG G Flex

59,900 Tk.

LG G Pro Lite Dual

24,999 Tk.

LG Google Nexus 4

31,000 Tk.

LG Enact VS890

28,000 Tk.

LG Optimus Zone VS410

7,000 Tk.

LG Optimus F3

14,900 Tk.

LG Lucid2 VS870

30,000 Tk.

LG Optimus F7

18,000 Tk.

LG Optimus F6

17,000 Tk.

LG Optimus F5 P875

25,000 Tk.

LG Optimus G Pro E985

41,000 Tk.

LG Optimus L9 P760

18,800 Tk.

LG Optimus L7 P700

16,800 Tk.

LG Optimus L5 E610

13,300 Tk.

LG Optimus L3 E400

8,500 Tk.

LG Optimus G E970

37,000 Tk.

9. Positions in Existing Market

Android Smartphone price in Bangladesh from over 25 brands including **Samsung, Symphony, Walton, Sony, LG, HTC, Micromax, Maximus, Huawei, Asus, Oppo, Mycell, Lava, Okapia, Alcatel, Intex, Motorola, Xiaomi, Lenovo and Lava** the symphony and walton are most rich brand in sale on the other hand samsung is the most high prices mobile set brand which is most demanded by the people of bangladesh.

Here is the rating of demandable android smartphone mobile brand in bangladesh

1.Symphony**8.Maximus****15.Xiaomi****2.Walton****9.Micromax****16.Alcatel****3.Samsung****10.Lenovo****17.Mycell****4.Sony****11.Oppo****18.Intex****5.HTC****12.Okapia****19.Asus****6.LG****13.Motorola****7.Huawei****14.lava**

9.1 Why Symphony is on the high?

Since its birth in 2008 Symphony presented many innovative mobile devices with classy design, interface and features. In less than 4 years they became the top selling mobile phone brand in Bangladesh with millions of fans and users. The primary reason behind their huge success is the price (of course combined with decent quality and features). The main target of them seems like the android mobile fans with 3,000 to 15,000 Tk. budgets. This is what market research is pointing out. Most of the popular cell phones from this company are having android OS and in this price range. Symphony is having more market shares than companies like Microsoft or Samsung in Bangladesh. The race with the Bangladeshi brand Walton Mobile is getting more exiting day by day since Walton is also bringing improved quality device, attractive features for the same target group and quickly gained the second position on phone selling. Companies like Maximus Mobile, Okapia Mobile, OK Mobile (known as the first made in Bangladesh phone brand) is also bringing a good competition to these two players in the low budget market. Other makes like Lava, Intex and Goldberg are also gaining popularity in 2015. It would definitely be interesting to see all of their growth in the coming years and what kind of development all these competition brings

Symphony's unique offerings and first-mover advantage are the firm's distinct competitive edge. For instance,

1. Symphony was the first to launch branded dual-SIM handsets and country's first QWERTY keyboard phone with trackball.
2. Symphony's high-end phone, the Xplorer W100 (Rs. 16,312), is loaded with a host of advanced technologies, which are generally not seen in handsets of the company's international competitors.
3. Symphony has customer care centers in all major districts of Bangladesh and collection points in the smaller districts in order to ensure prompt and reliable service to customers based in remote locations.
4. These strengths won Symphony the hearts of the Bangladesh consumers and catapulted Symphony to a leadership position vis-à-vis international giants. Innovation in features, pocket-friendly pricing (its Smartphone price ranges from Rs.4203 to Rs. 16312), distribution and customer intimacy are the true ingredients of success in a tough, economically challenging global business environment.
5. One more important factor to Symphony's popularity is its communication strategy. Despite being a low-priced phone, it always maintains premium and youthful look and feel in its ATL communication.

10. Conclusion

Like all other countries of the world, androidphone use in Bangladesh is on the rise. Especially the young generation is seen using androidphones to download and use various applications, enjoy shopping, play games and do all other things in addition to calling their friends and exchanging text messages. Almost all leading brands sell androidphones in Bangladesh, including Symphony Mobile, Nokia, Samsung, Blackberry, HTC, and many more. Androidphones are the hottest gadgets these days used by people of all ages and gender for their advanced features and functionality. To allow any person to buy an androidphone, companies have started introducing the latest androidphone in Bangladesh at a low price. These mobile devices come with high-tech features, a high-quality touch screen, great camera, Bluetooth, NFC, Wi-Fi, and more. People are always looking to buy androidphones in Bangladesh that are not only beautifully designed but sleek with new features and improvements over the existing models in the market. People can use this small device to browse the internet, take photos, record videos, play games, watch movies, and do all other things for fun and entertainment. There are also many interesting apps found in androidphones to do shopping, play music, and more. The mobile handset industry in Bangladesh was traditionally dominated by the Finnish mobile giant Nokia. It used to sell low-cost feature phones that were quite popular amongst the middle-class Bangladeshis who cannot afford to buy costly androidphones. However, today, the scenario has changed with the emergence of Symphony, a local brand bringing in the market a wide range of low-priced latest androidphones in Bangladesh. According to a survey by LightCastle, regarding the choice of operating system in Bangladesh, the most popular is Android (57%) followed by Feature phone (19%), iOS (16%), Windows (7%), and Firefox (1%). In recent times, the growth in the androidphone sales in Bangladesh, especially in Dhaka, its capital, is much higher than the global average of 20.3%. A study was conducted by the high officials of Samsung and to them Bangladesh is indeed a growing androidphone market for world phone manufacturers. The study further found the following factors contributing to the growth in this sector, including the provision of low-cost, high-speed 3G internet services throughout the country, monthly installment plans provided by banks to encourage people to buy phones, and various discounts and offers given by different companies to increase sales. Maximum people who buy androidphones consist of younger demographics. According to the Bangladesh Telecommunication Regulatory Commission (BTRC), the number of GSM subscribers in Bangladesh has increased by 34% in 2014 to reach 119.62 million in November. Bangladesh has elevated its status from a low to middle-income nation, so it is not surprising that the number of androidphone users is on the rise.

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