

[www.aparajito.com](http://www.aparajito.com)



**aparajito**

... বেছে নাও ইচ্ছেমত

**APARAJITO ENABLER LIMITED**

**House 9, 3<sup>rd</sup> Floor, Road 6/A, Sector 5, Uttara, Dhaka 1230**

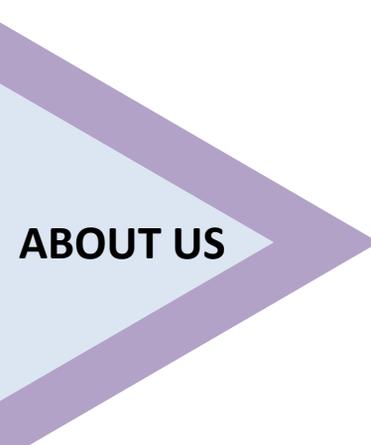


Aparajito Enabler Limited is a privately held company which works to develop business passionately enabling people and run it profitably to secure sustainability. We are presently engaged in providing service to the 160 million people of Bangladesh who are our family members.

With the mission to enable people across the pyramid and helping people at the bottom of the pyramid by increasing affordability, accessibility and availability of products and services, Aparajito started its footsteps from September 2013 with a small team of professionals and have now grown to a sizeable organization, with multiple successful initiatives and partnerships across different business verticals.

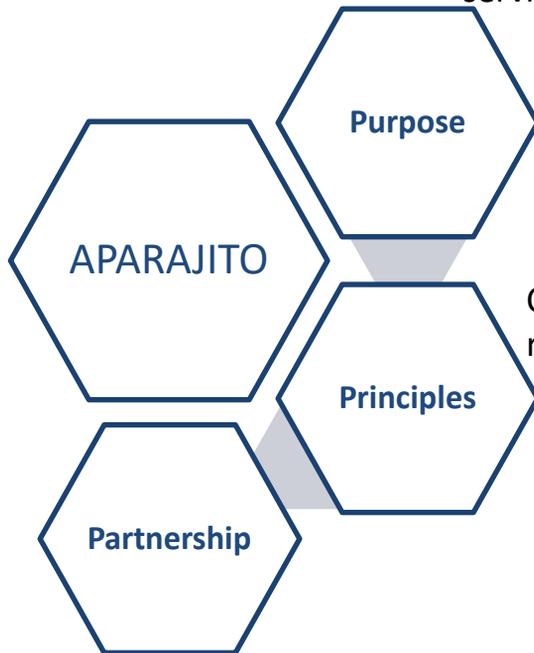
The passion of blending magic touch of technology with sales and distribution across all business verticals is the key in increasing affordability of products and services. We see a synergy between demand and supply of products and services in volume which are the key drivers in increasing affordability for people.

Join us as an Aparajito Friend (Aparajito Bondhu) today and enable yourself - family - friends - relatives - colleagues - business partners - followers - society – country!



## OUR ASPIRATIONS

Aparajito brings information, product, service and opportunity to people.



Compassion, creativity, collaboration, locally relevant and result oriented.

Create partnership with people and organization both home and abroad and operate on mutually beneficiary terms.

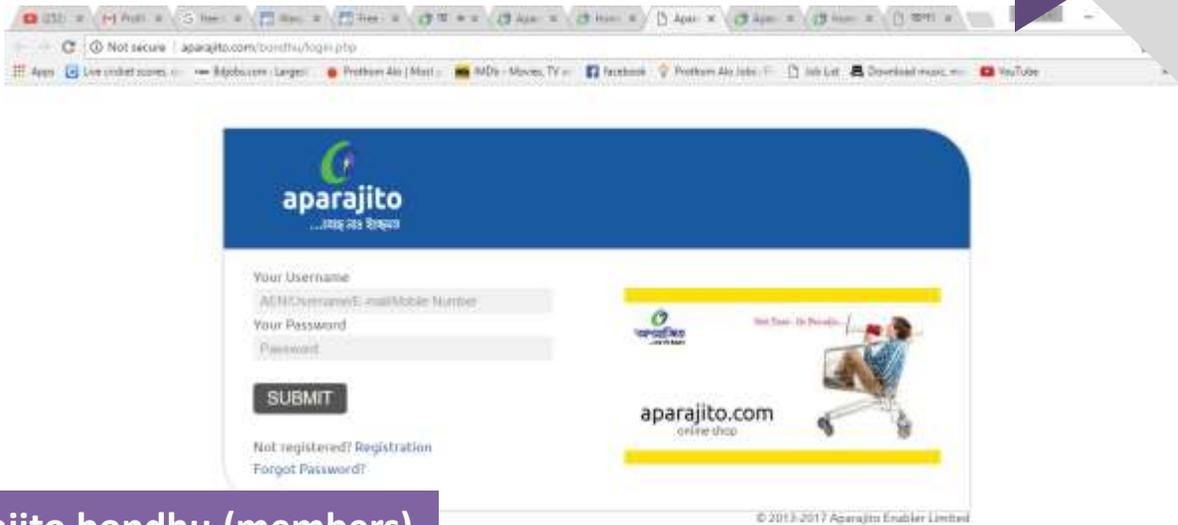
## OUR TEAM



The Aparajito team is comprised of a specialized group of professionals as well young talents. They are aided by a team of dedicated advisors who are sector specialists and pool of consultants who work meticulously hand-in-hand to amplify our initiatives. Our micro marketing forces are constantly engaged in communication with the people at the grass roots and generate minute details from customers which help develop a comprehensive view of the market and its demands.

## OUR INITIATIVES

Our 'Pro-people' initiatives are based on mutual value creation model to enable people as well as organizations willing to leverage their products or services for the masses. Aparajito identifies the demand from people across different groups of society and helps to bridge in such demand with adequate products and services through its partners under different initiatives enabling people.



## Aparajito bondhu (members)

*Community based membership initiative*



Every human being has faced immeasurable hurdles in their personal lives while growing up, where they have learnt to stay 'unbeaten' as a character against all odds and never gave up. We believe every individual is an Aparajito (Unbeaten) character and we are a nation of 170 million Aparajito's, and we thrive to establish ourselves as 'Aparajito' globally.

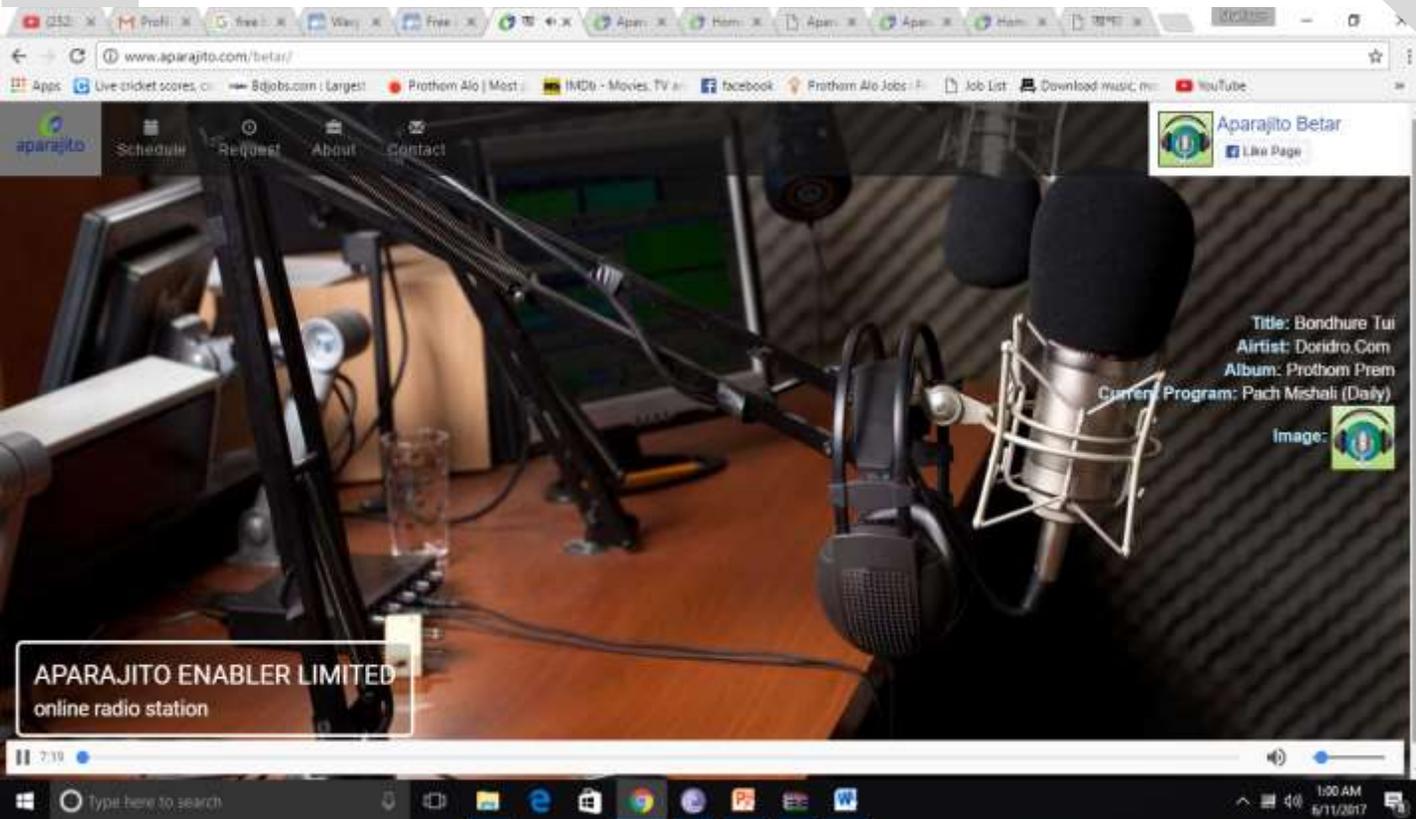
Aparajito is an initiative and our friends are its driving force, 'Aparajito' friends include our respected well wisher, subscriber, partner, follower, sponsor, staff, retailer, promoters and members of their families. Keeping our friends in mind Aparajito Enabler Limited strives constantly to bring out its creativity, information, products and opportunities.

From this bouquet of services our 'Aparajito' friends can subscribe to any services based on their acumen, but for that an 'Aparajito' friend must be registered first in our 'Aparajito' friend database. Upon registration each 'Aparajito' friend will be provided with a unique identification number. Unregistered well wishers would also be entitled to enjoy limited services.



**Aparajito 'Bimajito'**  
*Community based insurance initiative*

Bimajito is an initiative by Aparajito Enabler Limited. In cooperation with Delta Life Insurance, Guardian Life Insurance, Golden life Insurance, Pragati life Insurance, Pioneer Insurance, Aparajito Enabler Limited brings to members a new breed / type of affordable insurance services – 'Bimajito'. Through Bimajito a subscriber would be able to enjoy the benefits of Life & general Insurance at the comfort of his home or workplace. A subscriber would easily be able to take its benefits upon payment of certain service fees or free through sponsored model. Any individual of Bangladeshi origin can subscribe to Aparajito Bimajito insurance through any Aparajito representative or through the Internet.



## Aparajito 'Betar'

*Online and interactive radio*

Aparajito Betar is an initiative to empower and archive the cultural heritage of Bangladesh where traditional folk music and Rabindra / Nazrul, poetic songs have played a crucial role in shaping the country. The online radio is working meticulously to promote new music talent in providing them with a rich platform from where individuals can showcase their talent and enrich their music career. Furthermore, the community based radio platform also provides vital information in form of news and entertainment to people creating proper interaction.

## Aparajito 'Barta' *Community based Blog*

News and information sharing through communities will empower the twenty first century where our community based blog is playing a key role registering over 10,000 hits a day in article posts from our members and enthusiasts in the fields of Biography, Lifestyle, Technology, Education, Health, Agriculture, Feminine issues where members can share their personal tidbits and interact with a wider community. We have an active team of over a couple of hundred enthusiasts who contribute to the development of the blog.

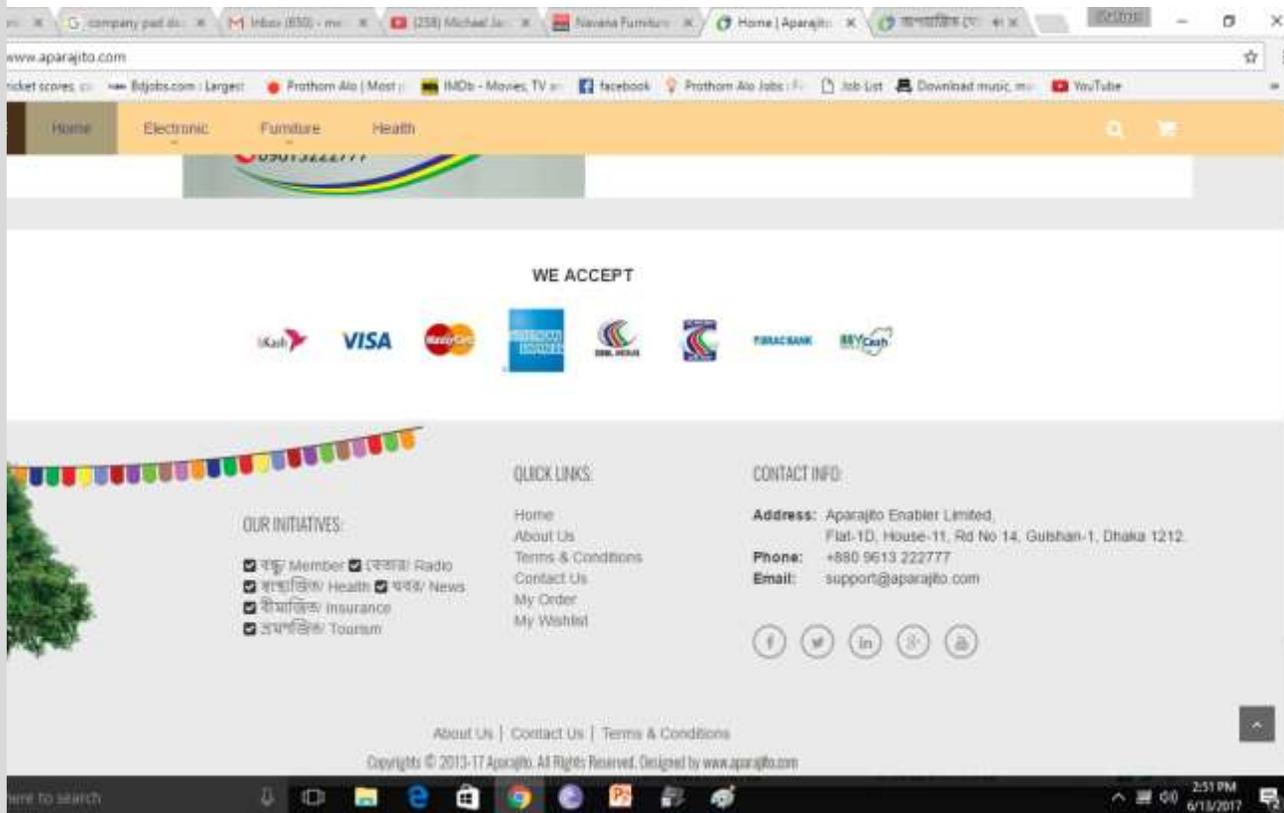
## Aparajito 'Tohobil'

*Financial services for agent and mobile banking*



The concept of Tohobil is developed based on 'Banking for all' where every transaction human beings perform can be linked to financial services system. An elaborate DNA can be extracted based on our financial earning and spending whereby such micro transactions in volume will be able to generate significant business. Here, Tohobil will play a crucial role in bringing banking and financial services to the poor in collaboration with Banking, mobile financial services, and micro credit operating organization to contribute in developing the economy.

## Aparajito.com Community based e-commerce portal



The e-commerce based portal will showcase products and services distributed by Aparajito as well as its members making it the largest interactive online marketplace where people and brands can interact with each other creating a business ecosystem. People can buy and sell products and services through the portal thus enabling themselves or their surrounding communities making a self sufficient independent society at the grass root levels. Payment convenience have been created for online payment, mobile money payment, door to door payment collection along with traditional bank based payment model making it 'buy from anywhere at your convenience'.

## Aparajito.com – retail shops, showrooms and shopping mall



The traditional commerce based physical showrooms to showcase products and services distributed by Aparajito as well as its members making it the largest interactive marketplace near the doorstep where people and brands can interact with each other creating a business ecosystem. People can buy and sell products and services from the shops thus enabling themselves or their surrounding communities making a self sufficient independent society at the grass root levels. Payment convenience have been created for online payment, mobile money payment, door to door payment collection along with traditional bank based payment model making it 'buy from anywhere at your convenience'.

## Aparajito 'Shasthojito' Healthcare services initiative

The screenshot displays the website for Aparajito Shasthojito. The header includes the logo and navigation links in Bengali: 'অপরাজিত', 'প্রাথমিক', 'স্বাস্থ্যজিত', 'আমাদের ডাক্তারবৃন্দ', 'আপনার সমস্যা কখন', and 'যোগাযোগ'. The main banner features a hand pointing at a futuristic medical interface with the text 'আমরা রয়েছি আপনারই অপেক্ষায়.' (We are waiting for you). Below this, it lists 'আমাদের সেবা সমূহ' (Our services) including: 'ডেইলি সার্জারী বিশেষজ্ঞ', 'নিউরোলজিস্ট বিশেষজ্ঞ', 'ডর্ম রোগ বিশেষজ্ঞ', 'মেডিসিন বিশেষজ্ঞ', 'কান রোগ বিশেষজ্ঞ', 'ডর্ম ও মৌন রোগ বিশেষজ্ঞ', 'মার্মাটিক রোগ বিশেষজ্ঞ', and 'স্ট্রীকোল ও প্রস্তুতিবিদ্যা বিশেষজ্ঞ'. The interface also shows 'অভিজ্ঞ ডাক্তারদের নিয়ে আমরা অপরাজিত' (We are Aparajito with experienced doctors) and a list of services: 'Dialysis', 'Hospital', 'Pharmacist', 'Nurse', 'Nurse', 'First Aid', 'Surgeon', and 'Emergency'. A 'We're available' button is visible in the bottom right corner of the banner.

Healthcare has evolved over the last few decades starting from diagnostics all the way to treatment of illness and delivery of healthcare services with the advent of Information Technology. Aparajito works to revolutionize the line of healthcare to the bottom of the pyramid with healthcare facilities all the way from electronic health records, remote patient checkup, mobile based value added services, distance education in healthcare, telemedicine, medication and hospital automation.

## Aparajito 'Projuktijito' *Information technology initiatives*

ARAJITO ENABLER LIMITED

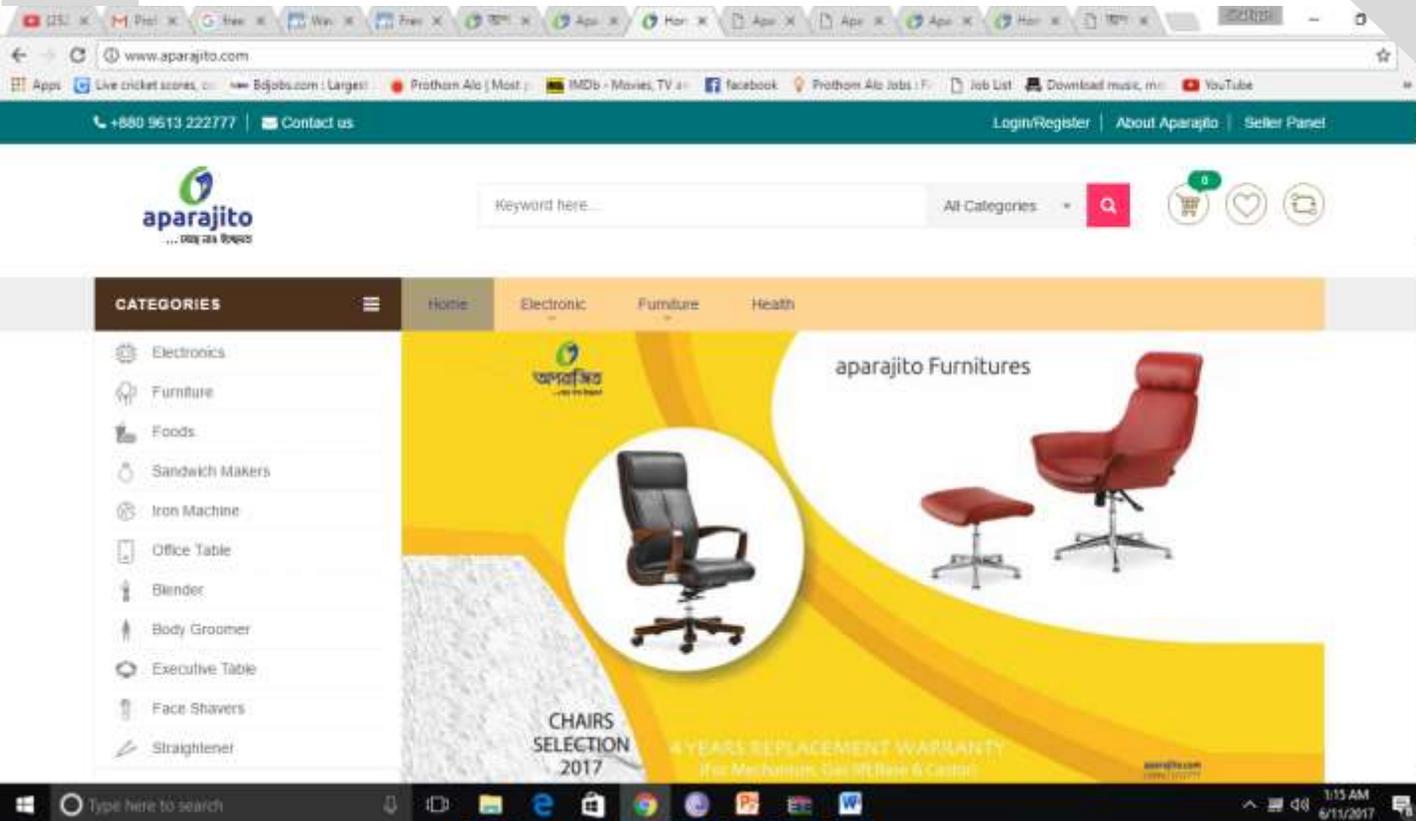
Under our technology based initiatives we have been working relentlessly to ensure empowerment of people by creating accessibility, availability and affordability of IT products and services to the masses. These include device, value added services, products, software, cloud and peripheral based initiatives which will help enable people across all levels of the pyramid while driving up technology literacy for people.

## Aparajito 'Krishijito'

*Agri and agro based initiatives*



Through our agro and agri based initiative, we plan to enable people at the bottom of the pyramid engaged in agriculture initiatives by supporting them with adequate information on enriching harvest with knowledge management on cultivation, seed / plantation supply, fertilization all the way to harvesting equipment, medication of plantation and supply of harvest to people through e-commerce and m-commerce.



**Aparajito Furniture & interiors**  
*(one stop solution for all kinds of furniture, interior, lightings, electronics & decorative)*

We like to To meet different peoples' need, taste, dream, and aspiration, Aparajito Furniture serves a wide range of customer of Bangladesh and overseas with the products (furniture) which are of extensive range with stylish design, high quality, ergonomic functionality, competitive price and sound after sale service.

Some features of our products:

Termite proof due to Chemical treatment and proper seasoning. Completely Knockdown Furniture. Design by CNC machine. Maintain cutting with 90 degree angle by auto Panel Saw Machine. Imported Raw materials- Board, Edging, Glue (melting temperature is 180-210 Degree Celsius). Modern and Slim look. Durable. 1 year service Warranty for all furniture and 4 years replacement warranty for Imported Chair.

**Aparajito  
Fashions &  
Textiles**  
(Garments and  
textile based  
initiatives)



Aparajito is an export-based and Bangladesh-based fashion and clothing retailer owned by Katha Composite. Katha composite Limited, a Bangladeshi clothing manufacturer, is supplier of readymade garments in the world. The company produces some of the most fashionable garment products and owns one of the most comprehensive and resourceful manufacturing facilities in Bangladesh.



## Aparajito Shahojogi

(Business to business (B2B) transformation support initiatives)

Business eco system requires continuous innovation and diversified business matrix to adopt long term sustainability. Which leads Aparajito to build an eco-system for delivering information, product and service keeping D2D delivery network, brand promotion, community engagement and call center as key elements. This is being built in scalable manner – within a specific region and across the country to meet the requirement of Aparajito and it's strategic partners: how

With a pool of internal and external professionals, tools and solutions we create value for organizations who require transformational support either as new start up or an older organization aspiring to move up to next levels of performance and sustainability.



## Our strategic business partners & associates

Aparajito is available to partnership with a wide range of product and services across a broad range of business verticals to co-create value and share.



## **Bangladesh Association for Software and Information Services (BASIS)**

[www.basis.org.bd](http://www.basis.org.bd)

Bangladesh Association of Software and Information Services (BASIS) is the national trade body for Software & IT Enabled Service industry of Bangladesh. Established in 1997, the association has been working with a vision of developing vibrant software & IT service industry in the country.

BASIS started its journey with only 17 charter members. Today the membership stands at more than 597. Members of BASIS account for the lion share of the total software & IT services revenue of the country.

BASIS, through its regular programs and activities, works on the following broad objectives.

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