

# Company Profile

## Dancom Pakistan (Pvt). Limited. Telecom/ IT sector company



### About Dancom

Dancom Pakistan (Pvt.) Limited, (Dancom) was incorporated in August 1995, as a company limited by shares. Dancom obtained its investment by through foreign direct investment of Dancom Telecommunication M sdn BHD Malaysia. (Dancom Malaysia). The sole purpose of Dancom Pk was to set up and operate Telecom/ IT related value added / basic telephony services in telecommunication / IT sector of Pakistan.

### Past businesses of Dancom

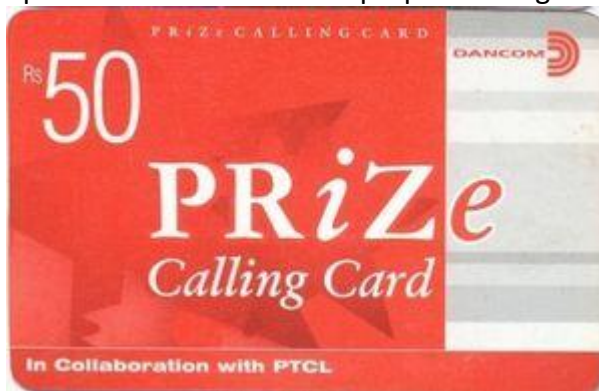
#### 1) Card payphone service (1996 to 2006)

In 1996 Pakistan Telecom Authority granted to Dancom Pk a license to operate card payphone service. In a very short span of time Dancom expanded its card payphone network all over country with a strong presence of 70 office & a staff of 2,000 personnel. Dancom Pk adapted an innovative approach of indoor payphone, a new concept with brand name **Callpoints**



## 2) Pre-paid calling Card (2002 to 2007)

After the successful launch of the indoor payphone- **Callpoints**, Dancom entered into an O&M agreement with PTCL to set up and operate a Pre-paid calling cards. Dancom successfully operated and marketed its prepaid calling cards all over Pakistan for a period of 5 Years.



## 3) Internet Service Provider (ISP)- (2003 to 2008)

Dancom started its internet service initially as dial up operator and later entered in O&M agreement with PTCL for the DSL (landline) based internet service in combination with Wimax (wireless) internet services.



DANCOM Online

### How WiMAX Works

- In practical terms, WiMAX would operate similar to WiFi but at higher speeds, over greater distances and for a greater number of users.
- WiMAX could potentially erase the suburban and rural blackout areas that currently have no broadband Internet access because phone and cable companies are not there.

## Current ongoing businesses of Dancom

### 1) Long distance & International telephony- “LDI” (2004 till to-date)

In 2004, Pakistan decided to end the monopoly of PTCL and deregulated the basic telephony. Dancom was granted Long distance & International telephony license known as “LDI License”. Dancom started offering origination and termination services under the LDI license.

[Dancom set to go big in Pakistan - Business News | The Star Online](https://www.thestar.com.my/business/business.../dancom-set-to-go-big-in-pakistan/)

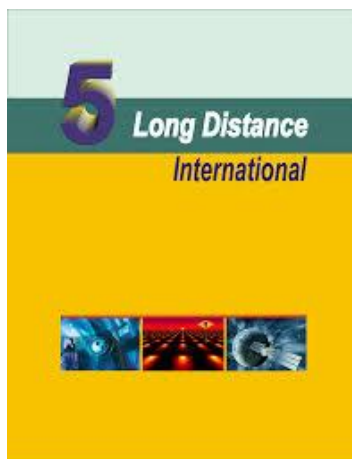
<https://www.thestar.com.my/business/business.../dancom-set-to-go-big-in-pakistan/>

Feb 16, 2005 - WITH the telecommunications sector in Pakistan remaining vastly untapped, Malaysia's **Dancom** Group, which expanded here a decade ago, has **set** its sights on gaining a bigger share of the market.

[Malaysian Prime Minister inaugurates Dancom's LDI services ...](http://fp.brecorder.com/2005/02/20050218199044/)

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Prime Minister of Malaysia Dato Seri Abdullah Bin Ahmad Badawi inaugurated **Dancom's** long distance international (**LDI**) and local loop **services** at Serena Hotel.



### Departments within Dancom

Management Team ( CEO, COO, CMO, CFO, CTO)

HR & Administration ( GM- HR, GM Admn, GM- PRO)

Telecom / IT/ Software Dev ( GM- IT development)

Accounts ( GM- Finance & Accounts)

Business Departments for each business units are separate.

Four key Business units are:

Ongoing Business Units

Dancom LDI, Long Distance Telephony services

## **Dancom offices in Pakistan**

### **Islamabad:**

2<sup>nd</sup> Floor, Beverly Center, Blue area, &  
44 Nazimuddin Road F 6/1, &  
House 9, Street 35, F 7/1, –

### **Lahore:**

1<sup>st</sup> floor, mega towers, main boulevard, Gulberg - Lahore

### **Karachi:**

8<sup>th</sup> floor, Saima Trade Towers, &  
I.I Chundrigar Road- &  
1<sup>st</sup> Floor Clifton Center – Karachi.