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BHUTAN TELECOM LIMITED



Press Release: Bhutan Telecom Soft Launches Two Entertainment Applications

On December 18, 2020, Bhutan Telecom launched two entertainment applications namely, B-Krita and an enhanced B-Trowa—an already existing streaming platform. Both the applications have been developed with an aim to deliver entertainment to the people through a customer-centric application aligned to the global trends.

B-Trowa has been developed as a streaming entertainment service following a user subscription model. Through the service, subscribers will get access to various contents, ranging from movies, documentaries, and music to online learning and educational resources at a minimal subscription fee. Additionally, users can also opt for a free-of-cost version through which users will have access to BBS channels 1 & 2 and BBS radio channels 1 & 2. B-Trowa comes in both app-based and web-based versions.

B-Krita, on the other hand, is a gaming platform which brings global third party online games together on one platform. There is a growing demand for mobile gaming worldwide with 1.9 billion people engaged in mobile gaming today. This growing demand holds true for Bhutan as well. Keeping user demand in mind, B-Krita has been launched to ensure a smooth gaming experience for Bhutanese mobile gamers who can now find online games under one portal. This will eliminate the need to download multiple gaming applications, thus ensuring a convenient access to mobile games for all users.

Like B-Trowa, B-Krita also follows a subscription based model wherein subscribers will be part of a games subscription club. To ensure diverse content on the platform, Bhutan Telecom has partnered with top content providers to deliver unlimited premium games, some of which include Lego, Capcom, Frogmind, Headup Games, Playmous, Ubisoft, etc.

With the launch of the two applications, Bhutan Telecom has expanded its internet-based service portfolio. Going forward, BT is committed to continuously research, monitor, and conduct sensing activities to identify consumer demand and provide user-centric applications and experiences.

Additionally, BT inaugurated two other features to enhance customer experience i.e. mobile data transfer and a payment getaway link in collaboration with RMA.

Management
Bhutan Telecom Limited
18th December, 2020