



Bhutan Telecom Launches its Corporate Strategic Plan

Bhutan Telecom (BT) is proud to announce the official launch of its Corporate Strategic Plan (CSP), a bold and forward-looking roadmap that will serve as the company's North Star as it navigates its next decade of growth, innovation, and transformation. Launched on 14 May 2026 by the Chairperson of BT's Board of Directors and joined by fellow Board Members, BT's Management team, and the employees, the occasion marks a proud and defining moment in the company's history.

The CSP has been crafted in alignment with Druk Holding & Investments' 10X Roadmap and Bhutan's 21st Century Economic Development Roadmap, reflecting Bhutan Telecom's deep commitment to the nation's broader digital and economic ambitions. As a national telecommunications company, BT recognises that its transformation is inseparable from the transformation of the nation it proudly serves.

Developed through a structured and rigorous process using globally recognised corporate and business strategy frameworks, the CSP is designed to be both visionary and executable, a plan built not just for today, but for the Bhutan of tomorrow.

The CSP charts three clear and interconnected strategic directions for Bhutan Telecom. First, to defend and strengthen its core connectivity business, ensuring continued reliability, quality, and market leadership. Second, to diversify into adjacent digital and enterprise markets, unlocking new opportunities and delivering greater value to a broader range of customers. And third, to transform Bhutan Telecom into a fully integrated Digital Service Provider, completing the industry-defining evolution from Telco to Techco and from Communication Service Provider to Digital Service Provider.

This transformation is not just a business ambition. It is a commitment to keeping Bhutan connected, competitive, and future-ready in an increasingly digital world.

Bhutan Telecom's leadership extends sincere gratitude to every team and individual whose dedication, collaboration, and hard work contributed to the development of this plan. Equal appreciation goes to the Board of Directors for their strategic guidance, unwavering support, and formal endorsement of the CSP. This plan belongs to every person at BT, and its success will be a shared achievement.

With the CSP now officially launched, Bhutan Telecom turns its full attention and energy toward what matters most, which is execution. A great plan realises its true value only through disciplined, collective, and sustained action. BT's people, guided by this shared vision, are ready to rise to that challenge.

The roadmap is set. The commitment is firm. The future is digital.