

The Binary Holdings and Robi Partner to Introduce Web3 Gamification for 40M+ Users in Bangladesh

The Binary Holdings, a Web3 infrastructure giant, & Robi Axiata, Bangladesh's second-largest telecom, partner to bring Web3 powered-engagement to 40M+ users.

DHAKA, DHAKA, BANGLADESH, February 28, 2025 /EINPresswire.com/ -- [The Binary Holdings](#) (TBH), a 16.9 billion dollar Web3 infrastructure giant, and [Robi Axiata Limited](#), Bangladesh's second-largest telecom operator, are collaborating to bring Web3-powered engagement to over 40 million users.

This partnership will integrate gamification into Robi's mobile ecosystem, allowing subscribers to earn rewards through content creation, data usage, and mobile interactions. By introducing blockchain-driven incentives, TBH and Robi aim to enhance user engagement while driving new revenue streams.

“

We are constantly looking for innovative ways to drive value for our subscribers. Partnering with TBH allows us to explore Web3-powered incentives that align with our digital growth strategy.”

Showkat Chowdhury, Head of Marketing at Robi.

With digital adoption surging across Bangladesh, traditional engagement models are evolving. TBH's partnership with Robi leverages blockchain technology to create an incentivized digital ecosystem where users are rewarded for everyday mobile activities. Whether watching videos, sharing content, or optimizing data usage, Robi subscribers will have new ways to engage with services while earning digital rewards.

“This partnership is about more than just rewards—it's about redefining digital engagement. Web3-powered gamification introduces an entirely new layer of

interaction, giving users direct benefits for their mobile behavior,” said Yannis Karipsiadis, Chief



TBH Forms Strategic Partnership With Robi Axiata to Bring Web3 Powered Engagement to 40M+ users

Investment Officer at The Binary Holdings.

Beyond enhancing user engagement, this initiative directly contributes to increasing Robi's Average Revenue Per User (ARPU). By encouraging more frequent interactions and deeper service engagement, Web3 gamification boosts retention and monetization opportunities.

"We are constantly looking for innovative ways to enhance user experience and drive value for our subscribers. Partnering with TBH allows us to explore Web3-powered incentives that align with our digital growth strategy," said Showkat Chowdhury, Head of Marketing at Robi.

Through TBH's web3 infrastructure, Robi users will have access to a reward system that enables:

- Content Monetization – Users earn digital tokens for sharing and engaging with mobile content.
- Data-Based Incentives – Subscribers can receive rewards based on data consumption patterns.
- Loyalty & Interaction Bonuses – Mobile engagement, including app usage and network interactions, will contribute to redeemable incentives.

These rewards can be used within Robi's ecosystem, offering benefits such as discounted services, premium content access, and other exclusive perks.

Unlocking the Potential of Web3 in Bangladesh

Bangladesh has witnessed rapid digital transformation, but Web3 adoption is still in its early stages. This collaboration aims to bridge the gap between mainstream users and blockchain-powered applications by integrating Web3 seamlessly into daily mobile interactions. By making digital incentives more accessible, TBH and Robi are paving the way for greater blockchain adoption in one of Asia's fastest-growing digital markets.

Meet TBH and Robi at MWC Barcelona 2025

This partnership will be showcased at MWC Barcelona 2025, where TBH and Robi will highlight how telecom operators can integrate Web3 to drive engagement and revenue growth. Attendees can visit the Booth to explore live demos, potential collaborations, and discussions on the future of blockchain in telecom.

For media inquiries, contact: support@thebinaryholdings.com

About The Binary Holdings

The Binary Holdings (TBH) provides Web3 infrastructure solutions for telecommunications and financial enterprises, driving digital innovation through blockchain-based engagement models. With a growing user base across emerging markets, TBH facilitates scalable and efficient blockchain integration for mainstream adoption.

About Robi Axiata Limited

Robi Axiata Limited is a leading telecommunications service provider in Bangladesh, serving over 40 million subscribers. A subsidiary of Axiata Group Berhad, Robi is committed to advancing digital inclusion through innovative mobile services and next-generation technology solutions.

Darpan Keswani
The Binary Holdings

[email us here](#)

Visit us on social media:

[X](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/789980949>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.