

meed Brings Digital Loyalty Program for Small Businesses to Bangladesh With Digibox

HONG KONG, August 10, 2026 /EINPresswire.com/ -- [meed](#), a digital loyalty program for small businesses that runs inside Apple Wallet and Google Wallet with no app download required for customers, has set definitive plans to enter Bangladesh in partnership with Digibox. The company, whose ecosystem partners include Google, AWS, the Nvidia Inception Program and the Hong Kong Science and Technology Park, currently serves independent cafes, salons, gyms and retailers in markets including Hong Kong, Bangkok and the wider Southeast Asia region. Bangladesh is the first market the company intends to concentrate in rather than treat as one more territory.

Adoption of the behaviour a loyalty card depends on is already close to universal there. Bangladesh has a population of 178 million with a median age of 27.3, and 98.9% of households own a mobile phone, according to figures meed cites in its own market assessment. More than 191 million mobile financial service accounts are active in the country, which is more accounts than there are residents. Smartphone ownership rose from 63.3% to 72.4% in under three years.

The policy backdrop shifted inside the past twelve months. Bangladesh legislated a 0% turnover tax for startups, capped startup lending at 4% and established a dedicated startup fund of roughly USD 41 million, meed said in the same assessment. Cumulative startup funding in the country has passed USD 1 billion across 478 rounds involving 372 active investors, and two Bangladeshi companies have reached unicorn valuations.

"Bangladesh has 178 million people and 98.9% of households already own a mobile phone, so the behaviour a loyalty card depends on is there before we arrive," said Phil Ingram, [Title] of meed. "meed has proven the problem it fixes is global and that operators will pay to fix it. What



From left to right: Rezwanul Haque Jami (Founder & CEO of Digibox); Morshedul Alam Chaklader (Co-Founder of Digibox); Phil Ingram (Founder & CEO of meed)

the company has never done is concentrate on one market long enough for the network effects to show, and Bangladesh is large enough on its own mass to be where that gets tested."

The two companies met through Accelerating Asia Ventures' Cohort 13, where Ingram worked alongside the Digibox founders and a wider group of Bangladeshi founders. Under the arrangement meed supplies the product while Digibox handles localization and the in-country work of reaching merchants. Digibox co-founders Rezwanul Haque Jami and Morshedul Alam Chaklader signed their SAFEs following the Accelerating Asia demo day, taking a position in meed as a company rather than in the Bangladesh operation alone.

"Digibox is putting its own capital into meed itself, not only into the local business, because the product already works for small businesses in other markets," said Rezwanul Haque Jami, co-founder of Digibox. "Localization and getting a product in front of merchants here is the part Digibox brings, and that work is worth doing on something we own a piece of."

The Free plan supports up to 50 members and includes core features such as nearby notifications, while the Pro plan adds custom notifications and analytics covering member, location and campaign performance. meed and Digibox have already begun signing up the first businesses in Bangladesh; local pricing and which business categories are being prioritized have not been disclosed.

About meed

meed is a digital loyalty program for small businesses, built as a direct replacement for the paper punch card. Programs run on digital stamp cards, QR and NFC enrollment and AI-powered receipt scanning, and the platform supports multi-location and franchise operators alongside events loyalty for food festivals and pop-ups. The Pro tier is priced at USD 59 per month or USD 590 per year, with the first two locations included and additional locations at USD 39 each, alongside a free tier. meed was featured at DigiTech ASEAN 2025 in Bangkok.

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