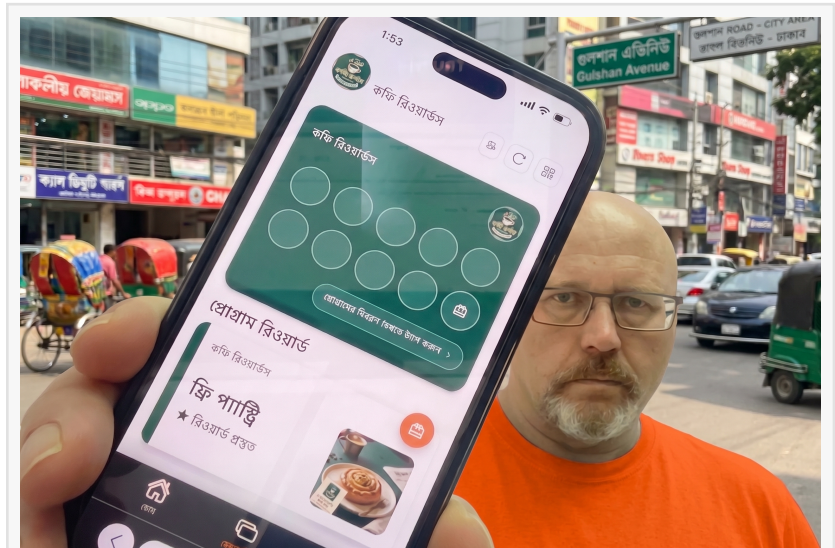


Digital Loyalty Program for Small Businesses, meed, Sets Bangladesh Pricing

meed is setting Bangladesh-specific pricing at BDT 4,000 a month for two locations and moving field sales staff through Dhaka to sign up merchants

HONG KONG, September 8, 2026 /EINPresswire.com/ -- [meed](#), a digital loyalty program for small businesses that replaces paper punch cards with stamp cards stored in Apple Wallet and Google Wallet, has introduced Bangladesh-specific pricing and started a field sales push in Dhaka, the market it entered in partnership with Digibox. The platform serves independent businesses in cafes, salons, gyms, and retail across markets including Hong Kong and Southeast Asia, with ecosystem partners spanning Google, AWS, and the Nvidia Inception Program. meed's core product lets customers enroll and collect rewards without downloading an app, using AI-powered receipt scanning, NFC tap-ins, or QR codes instead.



meed Founder, Phil Ingram, who shows the new Bangla wallet pass.

Bangladesh pricing is now set at BDT 4,000 per month for the first two business locations, with each additional location billed at BDT 3,000 per month. Merchants who sign up and pay upfront take 50 percent off their first three months. The structure mirrors how meed already prices multi-location merchants elsewhere: a flat rate covering an initial location count, then a per-location add-on for businesses expanding beyond it. Field sales staff are now working through Dhaka directly, approaching small businesses that currently track repeat customers with printed stamp cards and walking them through a switch to meed's wallet-based version. meed also plans to build local sales, billing, and back-office infrastructure in Bangladesh, a step beyond the pricing and outreach work already underway.

The Dhaka effort runs on the arrangement behind meed's entry into the country, announced in August: meed supplies the product, and Digibox handles localization and the in-country work of reaching merchants. Digibox's involvement extends past distribution. Its two co-founders,

Rezwanul Haque Jami and Morshedul Alam Chaklader, signed SAFEs in meed's funding round following the Accelerating Asia demo day, taking a position in meed as a company rather than in the Bangladesh operation alone.

"A paper stamp card gets lost, torn, or left at home, and the business loses that customer's history with it," said Phil Ingram, Founder & CEO of meed. "At BDT 4,000 a month for two locations, we're pricing this so a shop owner running one till doesn't need a finance conversation to say yes."

The pitch in Dhaka is aimed at a specific habit: small business owners who already understand loyalty as a concept because they have been stamping paper cards for years, just not digitally. meed's setup does not require point-of-sale integration, since its receipt-scanning feature reads a photographed receipt to log a visit, and its NFC check-in lets a customer tap a card or phone to earn a reward on the spot. Both methods sit alongside standard QR code and link-based enrollment, giving a merchant several ways to get a customer signed up without asking them to install anything.

"Most of the shops our team is walking into in Dhaka have never used a wallet-based loyalty tool before, they've used a hole punch," said Rezwanul Haque Jami, CEO of Digibox, meed's on-the-ground partner in Bangladesh. "The conversation isn't about features, it's about showing an owner their existing customer already has a phone capable of holding this stamp card for them."

meed's free plan supports up to 50 members with its core loyalty features, while custom notifications and advanced analytics remain on the Pro plan. The new BDT pricing extends that same two-tier structure to Bangladesh, and the local sales, billing, and back-office infrastructure meed plans to build is meant to support it as the Dhaka rollout continues.

According to platform data cited by meed, loyalty programs typically raise purchase frequency by 30 to 60 percent, with enrolled members spending two to three times more than non-members. That is the case meed's Dhaka field team is now making merchant by merchant.

About meed

meed is a digital loyalty program for small businesses that replaces paper punch cards with wallet-based digital stamp cards, delivered without an app download. The platform serves independent businesses across cafes, salons, gyms, and retail internationally, with a presence in markets including Hong Kong and Southeast Asia. Ecosystem partners include Google, AWS, the Nvidia Inception Program, Auki Labs, Onseed, and the Hong Kong Science and Technology Park.

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