Fact sheet and FAQ
“Airtel Circle”

Airtel Circle:

Circle is the simplest social networking service out there. Unlike web-centric social networks such as Facebook, Circle was designed to be truly mobile centric with SMS at its core. Anyone with a basic phone can have hundreds of friends from everywhere!

Unique Propositions

- Anyone, even someone with the most basic mobile phone without an internet connection, can be part of a social network
- Access your social network whenever you want, anywhere you are without having to worry about a data connection
- Find and make new friends in Bangladesh

Charge for buying points

- Users buy points (also known as Circle points) to perform transactions.

<table>
<thead>
<tr>
<th>Points Purchase Pack</th>
<th>Charge</th>
<th>Keyword (sent to 28880)</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 points</td>
<td>BDT 1</td>
<td>CPOINTS 20</td>
</tr>
<tr>
<td>50 points</td>
<td>BDT 2</td>
<td>CPOINTS 50</td>
</tr>
<tr>
<td>150 points</td>
<td>BDT 5</td>
<td>CPOINTS 150</td>
</tr>
<tr>
<td>350 points</td>
<td>BDT 10</td>
<td>CPOINTS 350</td>
</tr>
<tr>
<td>1050 points</td>
<td>BDT 15</td>
<td>CPOINTS 1050</td>
</tr>
<tr>
<td>2550 points</td>
<td>BDT 25</td>
<td>CPOINTS 2550</td>
</tr>
</tbody>
</table>

- Points charging for using CIRCLE:

<table>
<thead>
<tr>
<th>Service/Action</th>
<th>Circle Points charged or awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>CREG</td>
<td>100 points awarded</td>
</tr>
<tr>
<td>CPOKE</td>
<td>5 points charged</td>
</tr>
<tr>
<td>CBOND</td>
<td>5 points charged</td>
</tr>
<tr>
<td>CCOM</td>
<td>10 points charged</td>
</tr>
<tr>
<td>CSHOUT</td>
<td>10 points charged</td>
</tr>
<tr>
<td>CHAT ROOM</td>
<td>100 points charged</td>
</tr>
<tr>
<td>CHAT &lt;message&gt;</td>
<td>10 points charged</td>
</tr>
<tr>
<td>CHAT CONT</td>
<td>10 points charged</td>
</tr>
<tr>
<td>CSHARE &lt;nickname&gt; &lt;amount&gt;</td>
<td>10 points charged</td>
</tr>
<tr>
<td>CUPID</td>
<td>50 points charged</td>
</tr>
<tr>
<td>CPEEP</td>
<td>10 points charged</td>
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</tbody>
</table>
Getting Registered
- Every user in Circle is only identified by their unique “nickname”. Users can choose to register their nicknames using SMS.
- To get registered via SMS, send message to 28880:

**CREG** <nickname>

Notes:
Nicknames are not case-sensitive: Ninja, ninja, NiNjA are all the same.
After successful registration, customers will be rewarded with 100 points as bonus.

Creating your own Circle
- Create your own Circle where members can join and receive your shouts, comments & pokes. Likewise, you can join Circles of other members and receive their shouts, comments & pokes.
- Using SMS, you can join someone’s Circle by sending to 28880: **CJOIN** <nickname>

Leaving someone’s Circle
- To leave or stop being a member of someone’s Circle, send to 28880:

**CXJOIN** <nickname>

Purchasing and sharing Circle points
- Points are the currency you use in Circle. All transactions involve points. You either gain points or use points.
- You can always check your points balance by sending the following message to 28880: **CBAL**
- When you run out of points, you can purchase them by sending the following message to 28880:

**CPOINTS** <points pack>
Example: to purchase the 150 points pack, send to 28880:

**CPOINTS** **150**
- You can share points with others by sending the following keyword to 28880:

**CSHARE** <amount> <nickname>
Example: To share and transfer 10 points to ninja, send to 28880:

**CSHARE** **10** **ninja**
Getting help

- All interactions with Circle are done through SMS keywords. You can get help for these keywords anytime by sending the following message to 28880:
  CHELP

- You can also get help about a specific keyword by sending to 28880:
  CHELP <keyword>

Example: To find out more information about the CPOKE keyword. Send to 28880:
  CHELP CPOKE

Looking for members

- When you are new in Circle, you can easily look for members to make friends with. Send the following keyword to 28880 to see a random list of members you can communicate with:
  CWHO

You will receive a list of nicknames, not their phone numbers!

Finding out more about someone

- If you want to know something more about a person before you decide communicating with, you can use the CWHO command as well. Just send to 28880:
  CWHO <nickname>

Example: To find out more about a user with the nickname “ninja”. send to 28880:
  CWHO ninja

The system will provide detailed info about the nickname you requested for:
  NINJA
  Birthdate: 18-6-1980
  Gender: Male
  Name: Mosyiur
  Circle: 250 (Number of members in ninja’s Circle)
  Shouts: 1250 (Number of shouts ninja has sent)
  U r in Ninja’s circle

- If you want to know the Circle members of a particular person, Just send to 28880:
CWHO <nickname> FOL

The system will provide a random list of members of the specified nickname.

Your own information
- Others may want to know who you are too! You can set your fullname, birth-date and gender with the following keywords:
  - CSET N <fullname> (for full-name)
  - CSET B <DDMMYY> (for birthdate)
  - CSET G <M or F> (for gender)

Example: If you are a male and your fullname is “Moshiur” and your birthday is 18 June 1980, send the following commands to 28880 to set your fullname, birthday and gender:
  - CSET N Moshiur
  - CSET B 180680
  - CSET G M

Communicating with Others
- Circle provides many ways for you to communicate with your members and to strangers. The keywords CPOKE and CCOM are for one to one communication whereas CSHOUT and CHAT are for group communication.

Poke
- Poke is a fun way of getting someone’s attention. Poke messages are directly displayed on the recipient’s phone and not stored in the SMS inbox.
- To poke someone, send the following keyword to 28880:
  - CPOKE <nickname> <message>

Example:
  - CPOKE Ninja lunch today?

Bond Calculation
- Bond is a fun way of getting a friendship bond calculation with a friend/member in circle.
- To calculate friendship bond with someone, send the following keyword to 28880:
  - CBOND <friend’s nickname>

Example:
  - CBOND Ninja

Shout
- You can shout or broadcast a message to all your Circle members with the CSHOUT keyword. Simply send the following message to 28880:
**CSHOUT** <your shout message>

Example:
**CSHOUT** Briyani in Boro Hazi is so yummy!

**Comments**
- What if you want to comment on a shout message or simply send a regular message to someone? You can do that with the CCOM keyword. To comment just type the following and send to 28880:

**CCOM** <nickname> <message>

Example, To send a comment to ninja:
**CCOM** ninja Fakruddin is better!

**Chat rooms**
- You can create a chatroom and invite friends to chat at any time.
- A chat room is kept for a period of 3 hours. However, you can extend this if the chat session needs more time.
- Chatters can enter and exit the chat room at any time during the session.
- Once a user is in a chat room, he or she can simply communicate with others in the room by sending any message to the 28880 shortcode. No keywords are required!

**Creating a chat room**
- To create a chat room, send the following keyword to 28880:

**CHAT ROOM**

- Once the room is created, you can invite friends to join by sending

**CHAT INVITE** <nickname>

- You can also invite many friends at once by sending

**CHAT INVITE** <nickname1> <nickname2> <nickname3>....

Example: To invite ninja, moshiur, jane and jackel to your chat room, send to 28880:

**CHAT INVITE** ninja moshiur jane jackel

**Entering a chat room**
• Users who are invited to join a chat room will receive an invitation message first. Example:
ninja invites you to chat in his/her chat room. To enter, reply CHAT ENTER ninja and send to 28880.

• Once the invitation is received, the invitee can enter the chat room by sending the following keyword to 28880:

CHAT ENTER <initiator’s nickname>
Example, to accept ninja’s invitation to join his chat room, send:
CHAT ENTER ninja

Miscellaneous Chat keywords
• You can only be in a single chat room session at any one time. There are many other chat keywords to help you navigate your chat environment. Send the following to return a list of CHAT keywords:

CHAT

• To info some information about the chat room you are currently in:

CHAT INFO

• To list the nicknames of those who are in the chat room:

CHAT LIST

• To exit from a chat room:

CHAT OUT

• The owner of a chat room has exclusive use a few keywords. For example, to expel or “kick” a user from a chat room, the owner can send the following to 28880:

CHAT KICK <nickname>

• To extend the use of a chat room after its expiry time, the owner can send the following to 28880:

CHAT CONT

Note: Every extension of a chat room session is charge 10 points
Inviting friends to join Circle
- If you love Circle so much and would like to invite your non-member friends to join the service you can also use the CPOKE keyword to send out an invitation. Just type the following and send to 28880:

  CPOKE <phone number>
Circle will send an SMS to the phone number given and the friend will receive an invitation message which will mention the inviter’s nickname.

Leaving Circle
- Why would you want to leave such a fun service? Anyway, if you have to leave, you can send the following keyword to 28880:

  CSTOP
- Note: Your nickname, points and friends will be kept for 90 days. If you rejoin within 90 days, you may get them all back. If you come back after 90 days, you will have to start afresh.

CUPID for Circle
- Circle user can find partners/ friends with similar interest and establish relationships by CUPID.

  CUPID
- Registering to CUPID – gender, preferred gender, birthday, preferred partner’s age. Getting recommend partner list from CUPID

  CPEEP
- Browsing potential partner profile.

  CRUSH
- Initiating a romantic relationship.

  CXCRUSH
- Breaking off a relationship

GAME (Codebreaker & Treasure Hunter)
- For both games, we will charge users (50 Points) per game. Games can be started either via CGAME or the abbreviated game keyword. (e.g. CGCode, CGHUNT). List available games: free keyword CGAME.

  CGAME Code (CGCode)
- Codebreaker - Codebreak is similar to the popular board game called Mastermind. Players challenge each other to break a 4 digit code in 6 attempts. There is a limitation of 6 trials for this game. After 6 trials the game
is considered end. The Game score (pts) is given based on the steps taken to complete the game.

*Codebreaker*

4-digit secret code: ####.
To break the secret code, send KGCODE to short code.
Allowed digits: 1, 2, 3, 4, 5, 6
6 attempts only.
1 ####
2 ####
3 ####
4 ####
5 ####
6 ####

CGCODE 1322
*Codebreaker*

11322 XO
2 ####
3 ####
4 ####
5 ####
6 ####
You have 1 digit in the correct position (X) and 1 digit in the wrong position (O).
Attempts left: 5.

(For clarification on reply, on every attempt the system would advise on the guessed numbers and their positions. “0” indicates one of the guessed digits is in wrong position which in this case it was no 3, and “X” indicates one of the guessed digits is in the correct position which in this case was no 2.)

CGAME HUNT (CGHUNT)

- Treasure Hunter - Players navigate a maze to locate a hidden treasure, avoiding traps that are planted along the way. There will be 2 TRAPS & a limitation of '5' trials for this game. After 5 trials the game is ended. The Game score (pts) is given based on the steps taken to complete the game.

CGAME HUNT
*Treasure Hunter*
You are in a space with 3x3 cells.
With each step, you advance 1 cell.
Find the treasure and avoid stepping on the bomb.
Treasure = 3 steps away
Bomb = 2 steps away
6 remaining steps.

Send
CGHUNT U = up
CGHUNT D = down
CGHUNT L = left
CGHUNT R = right

CGHUNT L

*Treasure Hunter*
Treasure = 2 steps away
Bomb = 1 step away
5 steps remaining

Send
CGHUNT U = up
CGHUNT D = down
CGHUNT L = left
CGHUNT R = right

**Circle Club facilitates digital socialization**

- Circle has separate clubs for Cricket, Entertainment, Foodies, Gaming, Readers, Travel and Women. Each Circle Club is dedicated to conversations on that particular topic. Each of the Chat Club will have its own specific keyword that identifies the topic of the chatroom.

- User needs to first register to Circle by either sending to 28880 or dial *28880# and register with a unique nickname. Subscribers will then have to join any of the Circle Clubs.

- If one chooses to join the Cricket club then the user needs to type CBC, for joining the entertainment club one needs to type CBE, type CBF for joining foodies club, in case of joining the gaming club one needs to type CBG, for joining readers club one needs to type CBR, type CBT for joining travel club and for joining women club one needs to type CBW and send to 28880.

- For each activity of the user within the club certain points will be deducted. For example, each message sent within the Circle Club will consume 10 points for the user. Also, validity in each club will be two days, at the end of which membership to the Chat Club will be renewed automatically. For each renewal, 100 points will be deducted from the user.
The engaging chat platform allows users to replenish their points by purchasing them. With 1 taka, one could purchase 20 points, 2 taka, one could purchase 50 points, 150 points with 5 taka, 350 points with 10 taka, 1050 points with 15 taka and 2550 points with 25 taka. Subscribers can Type CBAL and send to 28880 in order to check balance points in their account.