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STARCOMMS LAUNCHES YET ANOTHER 1ST IN NIGERIA : LISTEN TO HOLY BOOK OF QURAN.

Muslim subscribers on the Starcomms network, Nigerian's leading triple play telecommunication operator are in for a good time with the recent introduction of the Listen-to-Quran service on the network.

With the launching of the Listen-to-Quran service, subscribers can now listen to inspirational and uplifting Surrahs of their choice from the Holy Quran on their Starcomms phones.

The Starcomms Listen-To-Quran service, which is the first of its kind in Nigeria, is one of the newest value-added services of the network. **This service** is designed to update and increase the knowledge of Muslim subscribers in the tenets of Islam as well as allow subscribers access to the Holy Quran anytime anywhere on their Starcomms phones. Learning, reading and memorizing of the Holy Quran has been considered by scholars as the only method that will inspire Muslim faithfuls to plan and act on the injunctions of Allah. Daily Recitation of the Holy Quran is a very important component of the Islamic faith and the convenience which the Listen-to-Quran service brings makes the service very amenable to Muslim subscribers as they are able to access the service easily and on the move. Subscribers can access this service by simply dialing *786 on their Starcomms phones to access the IVR mode to select any particular Surah of Holy Quran and continue listening at a fixed cost of N25 per call. **Per call is hour for this service.** According to Maher Qubain, the CEO of Starcomms, "It is our business practice to have a good understanding of our market and our consumers and a reinstatement our brand's promise of speaking our customer's language.

Speaking about the service, the Chief Commercial Officer of Starcomms, Tushar Maheshwari said: "Starcomms is committed to the values of our customers. It is in the light of this that we introduced Listen-to-Quran, which will help our Muslim subscribers **to be** continually conscious of their existence as Muslims as they go about their daily business."