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## **STARCOMMS SLASHES INTERNATIONAL TARIFF**

In furtherance of its avowed commitment towards providing qualitative, yet affordable telephone services to Nigerians across the country, the Nation's leading CDMA operator, Starcomms, has slashed its international tariff from twelve naira (N12.00k) to ten (N10.00k) naira in some destinations, and from eighteen (N18.00k) naira to ten (N10.00k) naira in yet other destinations in a promo that will last for one month.

The tariff covers top destinations across the world like the United States of America, China, Canada and the United Kingdom. Others include India and Hong Kong.

While United Kingdom, United States as well as Canada had its tariff reduced from twelve naira to ten naira, destinations such as China, and India will now enjoy a tariff reduction from eighteen naira to ten naira. For mobile calls however, the tariff for United Kingdom was reduced to twenty five naira from thirty naira. Interestingly, the United States mobile and landline remain the same at ten naira, down from twelve naira.

More interesting is the fact that the tariff rates are applicable at both peak and off-peak periods, meaning that subscribers can enjoy making calls at any time of the day or night for the duration of the promo.

At these critical times when cost of virtually everything is commanding an upward review, one would wonder 'what informed this move by Starcomms'?

According to the Chief Commercial Officer Tushar Maheshwari, there's no better time to reward our loyal customers than now. Having been with the brand all these years, through thick and thin, it is just a way of appreciating them.

In his words, "this is just our own little way of saying thank you to our customers whose loyalty has ensured that the Starcomms brand maintains its position as industry leader". Continuing he said "Nigerians are loving and caring people, we at Starcomms speak the language of love. Therefore there is no better time to express our love and gratitude than now. Cushioning the effect of global economic

dislocation on our customers is not much of a price to pay for a people who have ensured we remain in business, even as we welcome new customers on board of the best operator whose customer satisfaction is top, of its priorities”.

It is indeed remarkable that no other service provider in the country can beat the new tariff put in place by Starcomms as it is by far the cheapest amongst competition.

Gestures like these are not new to Starcomms; it has constantly initiated promos that have continued to add value to its ever-growing customer portfolio. This is coming on the heels of the recently introduced Ramadan promo which offers customers the opportunity to make on-net (Starcomms to Starcomms) calls from 10pm to 6am at an unbelievable rate of one naira per minute.

In an industry where competition is becoming stiffer by day, Starcomms has continued to blaze the trail in providing value-added services to its teeming customers. The first to hit the two million subscriber mark amongst CDMA operators, it is the first and still the only operator that has opened a window for dissatisfied customers to directly lay their complaints to the CEO, amongst other exciting value-added services.