

STARCOMMS TARGET YOUTHS WITH D900 PHONE

LAGOS. Basking in the euphoria of its successful listing on the floor of the Nigerian Stock Exchange and the phenomenal rise in its subscriber base, Starcomms Plc, Nigeria's 4th largest telecommunications operator and leading "triple-play" (mobile, fixed wireless voice, wireless broadband) provider has introduced a new phone into the market aimed at enhancing the lifestyle of its subscribers.

The new phone Haier D900, according to Mr. Maher Qubain, CEO Starcomms is a stylish phone that is Frequency Modulated (FM) enabled aimed at giving the youths their voice so that they can keep in touch with a rapidly changing world. This, he stressed is anchored on the company's continuous quest to ensure that new and existing subscribers have the very best in seamless communication.

The phone which comes with a N250 free airtime, according to Mr. Manoj Vashisht, the Marketing Director of Starcomms Plc is also targeted at artisans and other low income earners. "The phone is targeted at the youths, artisans and other low income earners so that they too can have a voice in this technological driven world. The affordability of the phone means that we have the interests of all categories of subscribers at heart." Vashisht added.

Starcomms, it would be recalled, has grown in leaps and bounds since it started operation in 1990. Then the gross subscriber base was less than 2,000 with only a few base stations in Lagos by 2002. But by the close of 2003, the same year the network launched in Kano and Borno states, the figure had climbed to over 60,000, and reached almost 200,000 by mid 2005. The company has shown astounding growth in the last couple of years by surpassing the landmark figure of 1 million subscribers, making the Company the first service provider on the CDMA platform to achieve this feat. Presently the subscriber base is close to 2 million.

"We are proud of this and other achievements, but we are not going to rest on our oars as we will continue to set targets for ourselves." Starcomms CEO Qubain stated.

It was on the back of such phenomenal growth, powered by robust technology, innovative products and services, competitive pricing and quality delivery that in August this year; Starcomms clinched a double at the Nigeria Telecomm Awards 2008: Best Telecom Product of the Year and Unified Licenced Operator of the Year.

The awards, the Starcomms helmsman noted, is a testimony that Nigerians believe in the Starcomms story of ensuring that they are in touch constantly. He assured Nigerians that the company will not relent in its quest to ensure continuous consumer satisfaction and the provision of seamless communication.

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