

## **STARCOMMS HOOKS ABEOKUTA TO NETWORK**

Sequel to the promise it made last year of connecting more cities to its ever expanding network, Starcomms Nigeria's 4<sup>th</sup> largest telecommunications operator and leading "triple-play" (mobile, fixed wireless voice, wireless broadband) provider has rolled out its services in Abeokuta, the Ogun State capital. This is a creative phase in the fastest growing network's expansion project designed to cover the entire length of Africa's most populous country. The company has thus been commended by its subscribers for bringing its services to the city.

Starcomms, which has already stamped its feet in Nigeria's telecommunications industry, is currently operating in key cities like Lagos, Ibadan, Kano, Rano, Aba, Onitsha, Asaba, Maiduguri, Benin, Kaduna, Zaria and Port Harcourt. Plans are at an advanced stage to link other cities this year.

The drive towards the South West market is to enable more Nigerians enjoy the company's array of innovative products and value-for-money services.

According to Mr. Manoj Vashisht, Marketing Director, Starcomms the expansion to Abeokuta is predicated on consumers' yearning for better and quality service that the brand is noted for. He said all the bouquet of products from the brand would be available to subscribers in the city.

'For quite some time now we have been having series of inquiries from potential subscribers on when we will link Abeokuta to our network, it has gotten quite deafening of late and we feel it is time to allow Abeokuta have a taste of bouquet of products.'" Vashisht added.

Firmly established as Nigeria's leading triple play network in terms of coverage, subscriber base, customer service, network quality and delivery, Starcomms, which was commercially launched in 1990, early this year surpassed the 1 million subscriber base early this year; a feat industry watchers say is unprecedented in the CDMA category.

The feat, analysts say was been made possible in part by the roll out of the 07028 range of roaming numbers and the deployment of the CDMA 2000 1X EV-DO technology, the first of its kind in West Africa,

and presently being deployed in the United States of America, which gives wireless access to the internet at the speed of 400-800kbps.

Starcomms in 2006 introduced a concept called 'The call of Freedom', at the official opening of its Ibadan network. 'The call of Freedom' affords the network's numerous subscribers the flexibility to enjoy numerous services such as per second Billing, SMS, Content, VAS, High Speed Internet, and Fun Box, among others. Since the offering was introduced, Starcomms had given subscribers a variety from the array of innovative products at highly affordable rates, with a bouquet of mobile phones, desktops and Internet module.

The management of Starcomms had then promised to extend 'The call of Freedom' to other states in the country, as it continues to expand its network to other major towns and cities across the country. It has recently released the new roaming number series '07028' on its network enabling its subscribers to roam across its network.

Starcomms has continued to empower Nigerians through the provision of efficient telecommunication services and job creation. For instance, all its CDMA base stations are built by local contractors as well as maintained by them.