

STARCOMMS HOOKS OYO TO NETWORK

Sequel to its roll out in Uyo, the Akwa Ibom State capital and in furtherance of the wide acceptance of its quality service, Starcomms Plc, Nigeria's leader in 'Triple-play' technology (mobile, fixed wireless voice, wireless broadband) and the 4th largest telecommunications operator has extended its coverage to the ancient town of Oyo in Oyo State. The town of the Alaafin received the crystal clear signal of Starcomms recently making it the latest addition to the league of cities on the growing network foray into all parts of the country.

Maher Qubain, CEO, Starcomms stated that the linking of Oyo stemmed from the promise made earlier in the year that the company will link more than 30 cities and towns before the end of the year.

“Starcomms' expansion into the ancient town of Oyo is in furtherance of our plan to connect 31 cities before the end of the year. This town is an important market that we have taken note of, hence the decision to extend our coverage to it.” He added.

The Starcomms helmsman stressed that being an important cultural centre of Yoruba culture, the foray into Oyo is significant because Starcomms is a brand that believe in cultural affinity and rejuvenation. “Our pay off line is ‘we speak your language’ and our logo is the talking drum, these two portray our brand as one that is truly Nigerian and identifies with the cultural uniqueness of Nigerian.”

He enjoined people of the town to avail themselves of the array of products that Starcomms has in store and to access the voice and data clarity of the network.

An elated Manoj Vashisht, Starcomms Marketing Director expressed delight and appreciation to the good people of Oyo for the launch of its services in the town, stating that subscribers are in for a lifetime of quality service from a world-class telecom service at their disposal. In his words: “we at Starcomms are delighted once again with the addition of the town to our growing network. In no time, we will soon surpass our aim of connecting 31 cities by the end of this year.

‘However, what gladdens our hearts more is the good people of the ancient town of Oyo’s craving for quality communication will be a thing of the past, henceforth at their disposal would be a wide range of

world-class telecom services, products and packages, all tailored toward meeting all communications needs.” He added.

Some of the services and packages that would be available to subscribers in Oyo include Starcomms Haier D900 phone which according to Mr Maher Qubain, CEO Starcomms is a fanciful phone that is Frequency Modulated (FM) enabled, affording youths an avenue to express themselves and keep constantly in touch with friends. The phone’s introduction he disclosed, is anchored on the company’s continuous quest to ensure that new and existing subscribers have uninterrupted access to the best in seamless communication.

The phone is targeted at the youths, artisans and other low income earners so that they too can have a voice in this technologically driven world. The affordability of the phone means that the company has the well being of all categories of subscribers at heart.’

Other products include the company’s roaming 07028 & 07029 numbering series which would enable subscribers in the new town to be connected with friends and relatives across Nigeria and beyond. Also on display would be Smart Centres, an innovation from Starcomms which is aimed at empowering Nigerians by creating the avenue for entrepreneurship. Thousands of Nigerians have already benefited from this including winning cars in the process.

On internet facilities, the company would also provide 1x internet access with two months free facility attached for the first two months. Fixed wireless products like the famous Talkie phones would also be available.

Since it began commercial operations in 1990, Starcomms has continually proven to be a force to reckon with in the industry especially in the area of broadband services where it is the clear leader.

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