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STARCOMMS SLASHES PRICES OF 07028 AND TALKIE PHONES

The management of Starcomms Limited, Nigeria's largest CDMA 3G Mobile network, has slashed the prices of two product range, the 0702 8 range of mobile numbers and Talkie Phones (Fixed Wireless Phone). Under the new arrangement announced by Mr. Maher Qubain Chief Executive Officer of the company, the new purchasing price for Huawei C208 model of handset is now N3, 350 with N250 airtime card.

The plan the Starcomms helmsman stressed, is available in all Starcomms coverage cities with a built in 12 months warranty. He also announced a 25% discount prices on Starcomms Talkie phones. The Fixed Wireless Phones (FWP) Huawei ETS and LG LSP 4000 will now be sold for N6, 750 with N250 airtime card while Huawei ETS and LG LSP 3510 will sell for N9, 999 with N250 airtime card.

Qubain stated that the price slash underline Starcomms promise to continuously revolutionise the telecom industry with value added services.

In addition to these price slash, Starcomms is also planning to launch more handsets to provide customers with multiple options that will appeal to various segments of users. The device is coming as a special package to celebrate the 1 million subscriber base mark of Starcomms and is available on the 07028 series.

Starcomms has come a long way since it opened shop as a private telephone operator (PTO) in 1990 attempting to carve a niche in Nigeria's largely underdeveloped communications industry that was to be dominated later by the GSM operators.

The 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. But today, the figure has hit the 1 million mark.

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 last year; Starcomms clinched a double at the Nigeria Telecomm Awards: Telecom Company of the Year and Cross-Over Network of the Year.

According to the organizers, Logica Telecom Awards Limited, Starcomms and four other players were given the recognition awards due to the invaluable contributions they have made towards the growth of the telecommunications industry in Nigeria.

A month earlier, the company also won a double as IT Company of the Year (Internet Service Provider) and the Communication Company of the Year (Wireless Operator), at the Niger Delta Advancement Awards (NDAA), which the organizers, Bonux Communication, said was in recognition of its excellent performance both within and outside the Niger Delta. This, they said, has bridged the communication gap in the difficult terrain of the area.

Recently the United States-based CDMA Development Group (CDG) commended Starcomms, Nigeria's largest CDMA 3G Mobile network, on the successful deployment of West Africa's first CDMA2000(r) 1xEV-DO Revision A (Rev. A) network in Abuja, the Federal Capital Territory.

The network's aggressive expansion project in Nigeria remains on course with the opening in Abuja, Onitsha, Aba, Asaba, Kaduna, and Zaria, which have now joined other key cities as Lagos, Ibadan, Kano, Maiduguri and Port Harcourt in the Starcomms network. Other cities are targeted to be on air this year.

Over the years, the company has invested millions in new technologies and innovations towards improving the quality of its products and service with the ultimate aim of building a solid network for voice and data to cater for all categories of subscribers.