

## **STARCOMMS UNFOLDS BEST INTERNATIONAL CALL RATES**

Sequel to its dropping of international calling rate to Saudi Arabia as part of incentive for its subscribers in the holy month of Ramadan, Starcomms Plc has released attractive call rates to international destinations aimed at ensuring that its teeming subscribers have the very best of seamless communication.

Announcing the new international call rates in Lagos, Mr. Maher Qubain, CEO and Managing Director, Starcomms Plc, said call rates have been made very affordable for most high call traffic destinations so that most subscribers of Starcomms can avail the benefit. For instance, call rates to the United States of America (USA), the United Kingdom (UK) landline, and Canada will now cost only N12 per minute, and calls to UK mobile would be only N30 per min. Mr. Qubain stressed on the fact that Starcomms now offers the best call rates to most of the identified high call traffic international destinations.

Mr. Manoj Vashisht, the Marketing Director of Starcomms stated that the customers would benefit from these new call rates as there has been a significant drop in call rates to the top destinations where more than 95% of international calls get directed. He stated that call rates to Australia is N35, France N30, and to the top Asian countries - India, China, Pakistan is just at N18, to Japan and South Korea, is N25 and N20 per minute respectively. Given the fact that the hub of business has gradually drifted towards China and India, Starcomms strongly believes that the versatile customer must be in constant touch with business partners across the globe.

Customers who make frequent calls to countries in Africa like Ghana, South Africa, Cameroon, Niger, etc would also now enjoy reduced and most attractive call rates, while customers with similarly frequent calls to some of the Arab countries like – Saudi Arabia N28; UAE, Libya, Chad Sudan N39; Jordan N30; Syria, Yemen, Lebanon, Egypt at N33 would also enjoy the best rates.

Customers who initiate calls from any Starcomms phone – Fixed, Mobile, and Smart Center would be able to enjoy these new and most affordable call rates.

This is in line with the company's aggressive drive to ensure that its customers are satisfied in all respects.

To this end, Mr. Vashisht stated that the offers are based on Starcomms' firm belief that communication is necessary for the success of business and relationships, hence the need to constantly review the call rates in line with consumer expectations and satisfaction which the Starcomms brand is always noted for.

Starcomms, it would be recalled, has, over the last few months consistently brought in value for money products, be it mobile phones, data devices or call rates, and is the only service provider to have offered Special call rates to Saudi Arabia keeping in view the need for large number of subscribers to be in touch with their family and friends during the holy season.

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