

PRESS RELEASE

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STARCOMMS' NEW TARIFFS EMPOWER MORE NIGERIANS

NEW TARIFFS BOOST DEMAND FOR STARCOMMS LINES

Barely three weeks after Starcomms Limited, Nigeria's largest CDMA 3G Mobile network, unveiled a new tariff regime on both mobile and fixed lines, subscribers have begun enjoying the freedom and added time embedded in the package, according to enquiries.

The new tariffs were introduced in line with the company's promise to ensure Nigerians enjoy the status of global citizens through effective communication with the rest of the world.

In the new regime, subscribers on both mobile and fixed lines enjoy free calls during weekends (Saturdays and Sundays only between 6 p.m. to 6 a.m.), while new time belts with peak and off peak timings at 07:00hrs- 22:00hrs (7am to 10pm) and 22:00hrs – 07:00hrs (10pm to 7am) were introduced for all the categories.

Chief Executive Officer of the company, Mr. Maher Qubain, who confirmed introduction of the tariffs, said the company recognized the need to make telecommunications services available to as many Nigerians as possible through affordable rates.

As a top of the mind brand, he said Starcomms would continually focus on providing world class services driven by new and robust technologies and systems; innovative and aggressive pricing of mobile phones and tariffs as well as impeccable product and service delivery

Describing Starcomms' attitude to customer care as incomparable, Qubain said the company has implemented a fundamental shift in the way it handles its entire product and service offerings, adding that from purchase to care, the customer's experience of the company is permanently changed by the wide range of flexible and innovative services

While the mobile lines package, known as the Freedom Tariffs, has three categories, namely RoamEASY, RoamSMART, and RoamPRO, the fixed lines bouquet, known as Starcomms Talkie tariffs has four categories dubbed TalkEASY, TalkSMART, TalkBIZ and TalkPROFIT, all applicable on the local number plan of existing Starcomms coverage cities namely Lagos, Abuja, Port Harcourt, Kano, Maiduguri and Ibadan

The Freedom Tariffs operate on the 07028 number series introduced by the company in February 2007 as part of the unified license granted it by the Nigerian Communications Commission last year. The new range of numbers operates on the CDMA 2000 (Code Division Multiple Access) platform, and enables subscribers enjoy the roaming mobility that was once the exclusive of GSM (Global System for Mobile Communications) lines.

RoamEASY operates on per minute and per second basis with local calls available at N10 per minute and 20 kobo per second during peak periods (on net), and N14 and 28 kobo per minute and second respectively, for unified lines. Off peak (on net) for local calls stand at N8 per minute and 16 kobo per second, while unified lines stand at N10 per minute and 20 kobo per second. Off net (peak) for PTO / Nitel / Fixed lines stand at N17 per minute and 34 kobo per second, while GSM and unified calls cost N30 per minute and 56 kobo per second. Off net (off peak) for PTO / Nitel / Fixed lines stand at N15 per minute and 30 kobo per second, while GSM and unified calls cost N20 per minute and 34 kobo per second.

RoamSMART and RoamPRO, which operate on per second billing, offer 18 kobo and 14 kobo respectively on local calls for peak hours (on net) and 24 kobo and 20 kobo for unified lines. On net off peak for local calls stand at 14 kobo and 12 kobo respectively, and 18 kobo and 14 kobo for unified calls. Off net (peak) for PTO / Nitel / Fixed lines stand at 30 kobo and 24 kobo, while GSM and unified calls cost .50 kobo and 42 kobo respectively. Off net (off peak) for PTO / Nitel / Fixed lines stand at 26 kobo and 20 kobo respectively, while GSM and unified calls cost 30 kobo and 26 kobo.

'It is the policy of the company to constantly retool its marketing options and offer very competitive tariffs aimed at making sure that subscribers enjoy the best in telecommunications services. This is backed up by innovative products and robust technology, said Qubain"

Launched in 1990, Starcomms has invested heavily in new technologies over the years to improve the quality of its products and services. Its deployment of the world-class mobile broadband internet access service, which is a CDMA 2000 1X EV-DO powered technology, has exponentially taken the company above half a million customers in Lagos, Abuja, Kano, Maiduguri, Port-Harcourt and Ibadan, with Aba, Asaba and Kaduna on queue to join the network soon.