

## **UNIFIED LICENCE PUSHES STARCOMMS GROWTH BY 350%**

The granting of Unified Licence to Starcomms, Nigeria's 4<sup>th</sup> largest telecommunications operator and leading "triple-play" (mobile, fixed wireless voice, wireless broadband) by the Nigerian Communication Commission (NCC) in 2006 has pushed the growth rate of the service provider by 350 per cent. Mr. Maher Qubain, Chief Executive Officer of the company made this known at an occasion marking the attainment of one million subscriber base by Starcomms in Lagos.

He stressed that since 2005 Starcomms has consistently achieved over 50% growth in all key performance indices which was further boosted by the rolling out of the 0702-8 range of mobile numbers last year. The 0702-8 series operates on the CDMA 2000 (Code Division Multiple Access) platform, and enables subscribers enjoy the roaming mobility that was once the exclusive preserve of GSM (Global System for Mobile Communications) lines.

Among other features, it offers superior voice clarity, flexibility and mobility, enabling subscribers to use their phones in different parts of the country, besides eliminating the challenge of inter-connectivity between GSM and CDMA technologies.

In addition to the growth, Qubain stated that the company presently employs 600 Nigerians with a further plan to employ additional 500 before the end of the year. He gave kudos to Starcomms subscribers for making the growth projection a reality and promised that they will continue to improve on customer relations.

It would be recalled that Starcomms has grown in leaps and bounds since it started operation in 1990. Then the gross 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. " We are proud of this achievement, but we are not going to rest on our oars as we will continue to set targets for ourselves." Maher stated.

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.

The Starcomms helmsman encouraged to both existing and new subscribers to avail themselves of the new package that is aimed at enhancing business and educational development in the country. He assured Nigerians that the company will not relent in its quest to ensure continuous consumer satisfaction and the provision of seamless communication.