

Telecel offers huge discounts on calls, texts and data

Telecel has launched a new promotion that reduces the cost of off-peak calls to less than one cent per minute, removes any charge for text messages and allows data to be accessed at just three cents per megabyte.

The promotion, called Mo Fire, provides pre-paid subscribers with these huge discounts for a weekly subscription of just \$2.

The subscription can be paid and the benefits accessed by dialling *2013#. The subscription is deducted from the subscriber's main airtime balance. Bonus airtime cannot be used to access this promotion.

Once a customer subscribes, calls can then be made at less than one cent per minute at any time between 9pm and 12 noon the next day. Text messages are sent at no charge and data is accessed at only three cents per megabyte. A Fair Usage Policy (FUP) will be implemented on the benefits.

Once one has opted into the promotion, the subscription is automatically renewed each week unless the subscriber opts out of it. A reminder is sent before the subscription is automatically renewed.

Marketing Director Octivius Kahiya believes the Mo Fire promotion offers subscribers unbeatable value for money and is again a first from Telecel as the organisation seeks ways to provide value for money for its subscribers.

"We believe this new promotion offers Telecel subscribers unmatched calling, texting and browsing data rates," he said.

Telecel Communications and Branding Director Obert Mandimika says this latest promotion reflects Telecel's continuing commitment to increasing people's access to calling, texting and data services.

"Telecel believes mobile communication services and products are a must for everyone and that, if they are made available widely, affordably and at the right quality levels, they have the potential to improve the quality of life for Zimbabweans in their various fields of enterprise and social activity.

"Mo Fire, like all our promotions is developed and managed with a keen eye on creating value for money, overall service delivery and customer satisfaction," Mr Mandimika said.

"We understand the need and importance of access to calling, texting and data in the modern world. That is why we strive to make these services readily available for everyone regardless of their income level," he said.

The launch of Mo Fire follows the recent launch of two other new services, Telecel Red, another subscription-based product that promises those who sign up for it up to five times the usage that they have paid for, and Broadband Plus, which gives those who buy bundles of data worth \$10 or more up to twice as much usage as they have paid for, through a 100% data bonus.

ENDS

Issued on behalf of **Telecel Zimbabwe** by *MHPR Public Relations Consultants*, 59 Van Praagh Avenue, Milton Park, Harare. Tel 251538-40, 252705. E-mail mail@mhpr.co.zw
Contact Person: **Chengetai Chinembiri**