



MARKET

Airtel is a leading telecommunications company in Uganda. Airtel offers complete communication solutions including voice calling, messaging, internet, mobile money and value added services. The products, offers and services are packaged differently for high value, youth and mass segments. Mobile phones are changing the way that many people live and work. They make business easier and more efficient. They help families and communities to stay in touch, and individuals to feel connected.

Airtel are proud to bring mobile communications to Uganda's vibrant and diverse communities. They try hard to improve the lives of Ugandans and bring prosperity across our beautiful country. Airtel have customers right across the social spectrum - from civil servants, business executives and artisans to housewives and students.

Their investments in Uganda demonstrate their commitment to the people of this country. Airtel's aim always is to offer services that truly support this existing mix and social economic groups and above all to make life better for all Ugandans.

Airtel has a customer market share of around 40% in Uganda and has gained over 10% market share over the last two years and also acquired

Warid brand this year. Airtel is bullish about double digit growth in next five years as well.



This excellent market share translates into an approximate turnover for Airtel Uganda for last year of US\$200 million.

Airtel Premier is an exclusive membership club created for the top 1% of customers who contribute 20% of the revenue. The sub brands Airtel Internet and Airtel Money are created to target the rapidly growing usage segments of internet and mobile money and contribute to 10% of the revenue.

Airtel is investing in expanding both traditional and modern retailing channels.

The electronic channel, which includes Mobile phone, ATM and Web, are now contributing to 15% of overall sales. Customers prefer to purchase most of their product bundles over USSD and all the subscriptions (>90%) are driven through this channel.

ACHIEVEMENTS

An organisation as prominent as Airtel has, over the years, gained more than its fair share of accolades amongst which these are the events which Airtel treasures most:-

- 2010 Acquisition of Zain Uganda
- 2013 Acquisition of Warid Uganda

Airtel was first in Uganda to offer full bank integration to its Airtel Money customers through the largest coverage on 3G mobile network across Uganda.

HISTORY

Airtel brand was born in 1995 in India and in less than two decades

it is present in twenty countries with about 280 million customers.

Airtel was launched in Uganda in June 2010 and is Uganda's most innovative mobile phone operator, which has introduced many "firsts" in the telecommunications sector. As a mobile operator Airtel introduced affordable communication products and services that have transformed the lives of millions of Ugandans and businesses.

CELTEL Uganda was the first Telecommunication Company in Uganda, that was introduced in 1995, and transformed telephony by connecting people with the use of a mobile phone. In July 2007 CELTEL Uganda changed its brand name to ZAIN Uganda that was eventually changed to airtel Uganda in 2010, thus joining a family of over 280 million customers in Africa, India, Bangladesh and Sri Lanka..

Recently Airtel Uganda has acquired Warid creating the first in-country telecom acquisition in Africa.

Airtel has been the fastest growing brand within Uganda in telecommunications industry.

PRODUCT

Airtime vouchers:

To offer 100% value back in form of airtime which can be used for all services and products offered by Airtel.

Voice / SMS /

Internet bundles:

To provide smart discounts on usage value

for commitment on usage in form of bundled minutes.

Airtel Money: To provide simple, secure and instant mobile money transfers services across all network.

Airtel Internet: To offer seamless experience on the largest mobile internet coverage in Uganda.

Airtel Enterprise: To provide complete telecom solution and dedicated service to the corporate segment in Uganda.

Airtel sells more than 2.5 million recharge vouchers every day. This has become now the biggest media channel for Airtel and the vouchers of different denominations carry different communication adverts for upselling and cross selling value added services.



RECENT DEVELOPMENTS

Airtel has introduced a new tariff plan called Forever Bonus. The plan guarantees every customer who has opted for this plan a bonus airtime.

Airtel has recently opened world class sale and service centres, Airtel Shoppe, in Bugolobi, Mbarara and Fort Portal. Airtel also plans to rapidly expand the number of stores to cover all the zones in Uganda.

Airtel Uganda has acquired Warid and successfully merged the two brands over the last two quarters.

Airtel Uganda has signed up with FUFA to become the official sponsors of the Uganda Cranes National Football Team

PROMOTION

Airtel is one of the biggest spenders across media in Uganda and ensures that it provides a balanced mix to maintain appropriate SOV.

Airtel maintains a dedicated media inventory annually and also takes stand-alone based on the incremental weight requirement.

Airtel has also partnered with UGO, Uganda's leading local content portal, to ensure dedicated media presence in the digital space.

Airtel has a dedicated brand activation "rig" for each zone in

Uganda. These mobile entertainment platforms, supported with brand ambassadors, performers and activation agents, enables on ground promotions throughout the year.

The Airtel Mobile Rigs move from market to market as per the route plan chartered by the trade marketing and zonal sales team and promote Airtel products, services and special offers.

Campaign: *I am Nishat and now I am Airtel*

The current campaign of I am Airtel, was designed to affirm the Warid customers migrating to Airtel, as Warid was acquired by Airtel earlier this year.

The big insight was Warid customers had enjoyed the transitioning phase where they were given the best of both worlds however they were not sure if the benefits would last even after Warid brand had gone. The campaign started with TVCs endorsing the product benefits and with an affirmation from a Warid customer that I am enjoying the benefits and I am Airtel.

The campaign became viral on social media when Airtel offered to promote individual stories and customers started sharing their pictures and their story on I am Airtel. Celebrities and

common people started endorsing on their facebook pages e.g. I am Pablo and Now I am Airtel

Airtel took this opportunity to convert this into a CSR activity. Front page strip advertisement inventory in all three leading dailies were converted into classified advertorials for endorsing customers e.g. I am Praseon and Now I am

Airtel. Find me @ Bristo Coffee Shop, 32 Avenue, Garden City, Kampala Bristo@gmail.com @ Bristotweets

The slogan/campaign is now taken to a different level with the recently sponsored National Football Team which says on a double spread print advert We are Uganda Cranes and Now we are Airtel.

day or night
week or month
**online
always**

**hands down Uganda's
most affordable internet**
Surf non-stop on Uganda's widest internet network
with our super affordable Smart Internet Packs.

VALIDITY	AIRTEL & WARID SMART PACKS	PRICE (UGX)
Daily	50MB	500
	100MB	1,000
Monthly	1GB	25,000
	2GB	45,000
Night Pack (12am - 7am)	1GB	2,500

dial *175# to select one of our many

**i am Leila
and now
i am
airtel**

**i bang
mob KB
with kika and pakalast**

Dial *149# for Kika & Pakalast.
All 070 and 075 numbers are now airtel.

airtel

Airtel has a dedicated team of telemarketers to engage with high value customers and facilitate in upselling and cross selling.

AirtelLive is an interactive online store which offers wide range of value added services and content like ringtones, games, wallpapers and ringback tunes.

MyAirtelMyOffer (MAMO) is a personalised interactive voice based portal where Airtel customer can dial in and get dynamic personalised offers and schemes.

BRAND VALUES

Airtel is committed to becoming the most loved brand in Africa by 2015.

To achieve this aim Airtel provides simple products and services offering great value for money, and also provides a reliable network, innovative products and a high quality service.

Airtel has been investing resources in several sustainable properties/projects in the form of extensive network rollout, corporate social responsibility (BRICK by BRICK) and Sponsorship (Uganda Cranes, Arsenal, ARS) to stay committed to the brand's vision.

Airtel ensures consistency of its products through a three tier acceptance test mechanism (System Implementation Test, User Acceptance Test and Service Assurance Test).

The product launch process is managed by a cross functional team of Marketing, Finance, Customer Service, IT and Network to ensure First Time Right delivery.

www.africa.airtel.com

**we are
Uganda Cranes
we are
airtel**

Official Sponsor of the Uganda Cranes Football Team

Things you didn't know about airtel

Airtel ranks amongst the top four mobile service providers globally.

Airtel is operational in twenty countries across the globe offering 2G, 3G and 4G wireless services, mobile commerce, fixedline service, High Speed DSL broadband, IPTV, DTH, enterprise services including national and international long distance services to carriers.

Superbrands