

## Airtel Ghana awarded Telecoms Company of the Year 2010

At the recent Chartered Institute of Marketing Ghana (CIMG) Awards, held in Accra, Airtel Ghana was awarded the "Telecoms Company of the Year 2010" for its effort at transforming the telecommunications industry in Ghana.



The recognition comes less than a year after Bharti Airtel took over the operations of Zain in Ghana, and positioned Airtel as a force to watch, especially in its role in product innovation, affordability, customer service and community development.

A statement from Airtel Ghana said "this award also follows after Airtel's recognition by *Mobile World* magazine a UK-based magazine covering the telecoms sector in Africa, as the Customer Care Company and Marketing Campaign of the year 2010. The managing director of Airtel was also adjudged the CEO of the Year by the same company."

The citation which accompanied the plaque read: 'For ingenuity and continuous innovation in the areas of market insights, brand equity management, customer care programmes, managing marketing effectiveness managing marketing people and your Corporate Social Responsibility programmes in your sector, you continue to establish yourself as a new force to contend with.' The citation continued, "Your consistency in value proposition, campaigns and launch of appealing products and services informed by customer research have become your hallmark."

Airtel Ghana entered the telecoms sector in Ghana with the promise that all customers could feel free on their network to enjoy the best of products, services and customer care at affordable rates. This promise was carried out immediately with the introduction of a simple, straight forward and transparent flat tariff of 8Gp across all networks.

The chief operating officer of Airtel Ghana, Mrinal Roy, who represented Airtel Ghana at the awards, also noted that the recognition as the telecoms company of the year serves as a motivation for Airtel to do more for their customers and the communities they operate in. "We are humbled by this recognition and thrilled that the customer is identifying with the brand and is endorsing our offers. We dedicate this award to our customers and thank them for their continued patronage", he added.