



FRIENDi roadshow reaches out to Duqm and Hyma

Muscat: 20/04/2014: FRIENDi mobile, Oman's 3rd biggest mobile service provider had embarked upon a series of road-shows throughout the nation to stay connected with its customers. The three month old roadshow, visited Duqm and Hyma last week and the usually quiet town adorned a festive atmosphere as soon as the FRIENDi roadshow truck arrived.

Residents of the region are used to sedate weekend evening but last week many of them flocked with their whole family to be a part of the roadshow activity. There is no entertainment after work in these distant locations and roadshows and communal activities brings about a festive mood in the town. The response was immense especially children, who were very thrilled to participate in the football game. By end of the day most of the residents of the town understood, FRIENDi as a very customer oriented and value driven brand.

Many of the residents agreed that these kind of activities are an eye -opener for them, not only did residents realized that FRIENDi had a very strong network but also that they had wide range of value added offers and products which are flexible and offers the customer, the right products which fits his requirement.

Mr. Randall Bernard, Director-Sales, FRIENDi mobile Oman said, "With our road shows, we not only aim to reach out directly to the masses and educate them about our numerous exciting services but also to make their lives more comfortable."

With the aim of further enhancing its relationship with its customers, the FRIENDi caravan had visited 2 locations every weekend to eventually interact with residents at around 30 locations across Oman. Visitors got to experience the various benefits of being a FRIENDi customer through close interaction

with well-trained FRIENDi staff and existing customers discovered many more features and options being offered by their favourite mobile service provider. Customers can also buy FRIENDi SIMs and recharge cards, choose new and fancy numbers or switch from their existing mobile service provider without changing their number. Many also utilized the opportunity to avail attractive deals on Samsung handset bundles.

About FRIENDi Mobile

FRIENDi mobile was launched in April 2009 and offers a great prepaid mobile experience that combines exciting offers and services with competitive prices. Moreover, FRIENDi mobile offers the best customer care in Oman, excellent network coverage, outstanding high speed internet, easy to use products and lowest call rates.