



FRIENDi mobile enjoys a successful run at Muscat Festival

Muscat: 23/02/2014: As all good things must come to an end, after an entire month of festivities and excitement, the Muscat Festival concluded on 22nd February. Participating in it for the first time, FRIENDi mobile, Oman's 3rd largest mobile service provider received an overwhelming response to their presence at the festival. With one stall each at Al Naseem and Al Amerat Public Park, FRIENDi mobile was able to interact first-hand with a large group of customers. Since its inception in 1998, Muscat Festival has proved to be much more than a cultural and artistic event and an entertainment forum. It has successfully brought civilizations together to participate in multilingual activities while showcasing Oman's rich history and glorious future.

Empowering their customers with the power of choice, FRIENDi mobile had conceptualized and based their entire presence at the festival around customer engagement. Visitors of the festival thronged to the FRIENDi stalls that apart from special numbers, Great mobile plans, and fabulous Samsung handsets that came bundled with free plans and services, also conducted special football based activities. So whether it was an existing customer or just a casual visitor, the stall had something to offer everyone.

Speaking about their participation in the Muscat Festival, Mr Adnan Al Alawi, COO, FRIENDi mobile said, "We would like to thank the organizers of the Muscat Festival for giving us this remarkable opportunity to participate in and support the symbolic cultural platform that the festival has become for Oman. Not only has it brought many cultures and countries together, it has also brought us closer to our customers."

Judging by the response and queries the FRiENDi stalls received, a majority of them came as visitors and left as customers after a direct experience of the many benefits that FRiENDi had to offer. Many customers were also thrilled about the prospect of going home with a brand new Samsung Galaxy Note III – the prize of the raffle draw being conducted every week at the stalls during the month long festival.

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 international call rates.