



## **FRIENDi 'Football caravan' receives a warm welcome at Sohar and Buraimi**

**MUSCAT: 25/12/2013:** FRIENDi mobile, attracted hundreds of people at its weekend road show in Sohar and Buraimi as the Oman's 3rd largest telecom service provider takes its world class innovative products and services to the Omani people over the next 3 months.

Following the successful launch of the road show two weeks back at Muscat, the football caravan reached Sohar Souq this week amidst eager residents who were already waiting for the caravan. Many residents with families took the opportunity not only to have some leisure time at the mini football challenge but also to get familiarized with FRIENDi products.

For the next 3 months, the big FRIENDi truck will visit more than 24 locations all over the Sultanate at a rate of 2 locations every weekend. The roadshow will also be an opportunity for people to get all kind of information about FRIENDi products and services. Customers can buy FRIENDi SIMs and recharge cards, and can get a new cool number or port in their existing mobile number. They can also buy attractive Samsung handset bundles and furthermore walk away with lots of goodies like footballs, T-shirts, caps, pens...

Every road show in Oman is being held at highly popular venues to enable the maximum number of members of the public to visit and participate in the one of its kind 'Football Caravan'

It was already a huge rush at the Buraimi Souq by the time the FRIENDi caravan reached the souq. Hundreds of people were seen enjoying the fun packed roadshow and what was more satisfying that Buraimi souq had lot of customers buying new FRIENDi numbers and joining the ever growing FRIENDi family. In the end residents were already enquiring on 'when will the caravan return next', a clear indication on the resident's acknowledgement of the efforts put forward by the brand to get closer to its audience

The two days at Sohar and Buraimi proved a great success and Mr. Jaweed Al-Balushi, Direct sales manager, FRiENDi mobile Oman said “he was very encouraged by the response from the general public and the hugely positive reaction to taking the brand out on the road. The objective of the road show is to engage with as many people as possible over the next 12 weeks and ensure they get an opportunity to experience firsthand the FRiENDi offers”

For details on the next location of the Roadshow, please visit [www.friendimobile.om](http://www.friendimobile.om) or FRiENDi mobile Oman Facebook page.

### **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.