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Celcom eyes postpaid sector lead

KUALA LUMPUR: Celcom (Malaysia) Bhd has revised and simplified its offering of postpaid plans and consolidated them into three plans, which the telco hopes would put it in the lead in the closely fought postpaid market.

The three new plans are the normal postpaid, minutes postpaid and family postpaid plan.

The normal postpaid package, which entails a low access fee, requires no monthly commitment and users only need to pay as they use while the minutes package gives users more minutes, lower rates and greater savings, with free short messaging services (SMS) and voice calls as low as 14.3 sen per minute to any mobile or fixed number.

The family plan allows up to four members of a family to make free unlimited calls to one another.

Chief executive officer Datuk Shazalli Ramly said that with the three plans, "we are quite sure we will dominate the postpaid market, especially with the family plan, which will be launched tomorrow."

Currently, Celcom has about 1.1 million postpaid subscribers.

Shazalli added that more related services would be added to the family plan. "Bundling will come soon after, and we also wanted to add in (similar services for) broadband, fixed lines and facilities offered by TM Net Sdn Bhd."

Celcom has also revised its packages for its GPRS and 3G services. The latter is currently being upgraded, and the new features are expected to be announced next month.

Currently, Celcom has 72,000 3G service subscribers, a number that Shazalli believes shows that the company is on track in its 3G expansion plan.

"We plan for the national rollout for 3G to be completed by the end of September, whereby coverage will be available at all central business districts and major shopping centres in the country," he said.



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Shazalli said Celcom had targeted for 150,000 3G subscribers this year, and had already achieved the halfway mark before national rollout was completed.

The company is also on an aggressive drive to introduce new services to capture a wider portion of the market.

Celcom is expected to launch on April 27 its PowerTools product, designed for corporate users and enterprise customers, and will be marketed to small and medium industries and enterprises, government-linked and blue chip companies.

Shazalli also hinted that Celcom might develop a loyalty programmes for its prepaid market.

“We will not allow anymore erosion in our market share,” he said. “Watch out for us in the second half of the year.”

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