

# Airtel Nigeria to improve access to telecoms

Airtel Nigeria last week presented Toyota Hiace buses to its channel partners to improve access to telecommunications products and services to more Nigerians and help the partners in market activation.



Speaking at the ceremony before handing over the documentation to the partners at the company's head office in Lagos, executive director and chief operating officer of Airtel Nigeria, Deepak Srivastava said, the company understood the crucial role they were playing in bringing Airtel innovative products and services to the door stop of their customers. He described the buses as tools that would boost their business performance by expanding access to their customers.

He disclosed that time and energy had been invested in building a sustainable and mutually rewarding relationship with business partners, expressing satisfaction that the partners had reciprocated the gesture by responding positively through their efforts in the market place.

"Airtel will continue to see ways to strengthen our mutually beneficiary relationship in our quest to become the most loved brand by the people of Nigeria, indeed the people of Africa," Srivastava said.

## Economic growth

The buses would enable the partners to spread the brand across the country, stressing that telecommunication was not meant for only one part of the country, but for everybody, adding that the more people that uses telecoms the more businesses generated which in turn will lead to growth in the economy.

MD of T.I.G communications Limited, Jude Ukachukwu described the gesture as positive and a wonderful reward for good service adding that since Airtel entered Nigeria about one year ago, there has been tremendous improvement in retail distribution generally and in the rate of penetration and this has resulted in the brand awareness creation.

One of the other partners added that the presentation of the buses to the partners will assist in improving their business, adding that the branded buses would find use in marketing and SIM activation and card registration activities.

For more, visit: <https://www.bizcommunity.com>