



FRIENDi's roadshow at Fanja & Mudhaibi captures the hearts of locals

MUSCAT 19/03/2014: After enthraling the people of Salalah for three days, FRIENDi mobile, Oman's third largest mobile service provider took their nationwide roadshow to the towns of Fanja & Mudhaibi. The roadshow that started on the 6th of December, 2013 will interact with people all across the Sultanate every weekend and has already covered quite a few prominent locations.

In spite of the unpredictable weather and heavy rains lashing various parts, the roadshow's popularity preceded its arrival and was received by an overwhelming crowd. Many local residents commented about it being a welcome change from their usual routine. The fun element was kept alive with the football game that saw everyone trying out their skills and winning exciting prizes.

Mr. Jaweed Al Balushi, Manager –Direct Sales, FRIENDi mobile Oman said, "The experiential roadshow is centred on interactions and is designed to capitalise on it by putting the brand in front of potential customers, while also strengthening our relationship with existing ones. The campaign has given us a powerful platform that showcases our value and also assists our customers."

With the aim of moving even closer to its customers, the campaign will cover 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.

For details on the next location of the Roadshow, please visit 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.