



AIRTEL MALAWI INCREASES BUNDLE BENEFITS AND REDUCES PAY-AS-YOU-GO TARIFFS, TO DELIVER GREATER AFFORDABILITY FOR CUSTOMERS

30 July 2020: Airtel Malawi, today announced increasing benefits in some of its bundles and reduction in Pay-As-You-Go (PAYG) tariffs from K15/MB to K5/MB, with effect from 3 August 2020.

In response to recent customer feedback, Airtel has reduced the PayGo rate per MB, and increased its customer's data benefit by effectively reducing the rate per MB for daily, weekly volume bundles, and WhatsApp bundles substantially.

Customers opting for a daily volume bundle for K100 will now receive 25MB per day, compared to the previous 15MB, whilst customers with a weekly bundle for K300 will receive 80MB per week, an increase of 30MB compared with the old bundle. Meanwhile, customers choosing a weekly bundle for K600 will receive 175MB per week, an increase of 25MB.

WhatsApp users can benefit from an increased data volume on weekly bundles, with 120 MB for K230, an increase of 30MB per week, whilst monthly bundle customers will receive 500MB for K560, amounting to an extra 100MB per month. Customers opting for the K1000 bundle will also receive 1GB per month, an increase of 224MB per month.

The new rates and bundles come into effect on Monday 3 August and aim to deliver greater affordability, reduce bill shocks and enable customers to do more of what they love online for less – whether it's surfing the web, watching videos, or chatting with friends.

Charles Kamoto, Managing Director, Airtel Malawi, said: "We have listened very carefully to feedback from our customers and hope this increase in data benefits in the bundles goes a long way to helping our customers get the best possible value across all of our bundles. Our other bundles, outside of those that are changing, continue to remain fairly discounted to meet varying customer requirements. We are committed to making high-quality digital services affordable to all."

Changes to bundles take effect from Monday 3 August 2020. Refer to the below details on new rates below or visit www.airtel.mw for the full bundle rates list

BUNDLE CATEGORY	BUNDLE NAME	PRICE (K)	OLD DATA (MB)	NEW DATA (MB)	OLD RATE / MB (K)	NEW RATE / MB (K)	RATE DROP/MB	VOLUME INCREASE
DAILY VOLUME	PANET 25MB	100	15	25	6.67	4.00	-40%	67%
DAILY VOLUME	PANET 45MB	150	30	45	5.00	3.33	-33%	50%
WEEKLY VOLUME	PANET 80MB	300	50	80	6.00	3.75	-38%	60%
WEEKLY VOLUME	PANET 175MB	600	150	175	4.00	3.43	-14%	17%
WEEKLY VOLUME	PANET 350MB	1,000	300	350	3.33	2.86	-14%	17%
WHATSAPP WEEKLY	120MB WEEKLY	230	90	120	2.56	1.92	-25%	33%
WHATSAPP MONTHLY	500MB MONTHLY	560	400	500	1.40	1.12	-20%	25%
WHATSAPP MONTHLY	1GB MONTHLY	1,000	800	1,024	1.25	0.98	-22%	28%

About Airtel Malawi

Headquartered in Lilongwe, Airtel Malawi PLC is the country's leading mobile service provider offering 4G/LTE, 2G and 3G wireless networks; and high speed fixed broadband internet services. Airtel Malawi also offers the largest mobile commerce service in the country through Airtel Money which was launched in Malawi in February 2011. Airtel Malawi was established in Malawi in 2010 as a subsidiary of Airtel Africa. Airtel Africa PLC is a Pan- African telecommunications company with operations in 14 countries across Africa.

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About Airtel Africa

Airtel Africa is a leading provider of telecommunications and mobile money services, with a presence in 14 countries in Africa, primarily in East, Central and West Africa. Airtel Africa offers an integrated suite of telecommunications solutions to its subscribers, including mobile voice and data services as well as mobile money services both nationally and internationally. Airtel Africa aims to continue providing a simple and intuitive customer experience through streamlined customer journeys.

www.airtel.africa/