



**RECHARGE EVERYWHERE**



# Global trend > diminishing roaming revenues

Active roamers quantity is dropping; Roaming rates reducing drastically; GSM Roaming is moving away as the preferred mode of communication while away from the home country

## Existing market condition

- Pre-pay customers have limited ability to recharge their accounts while away from the home country
- Visited countries have door-step availability of local SIM-cards.
- Dual SIM-cards phones give the required impetus to home/visited county SIM-cards support.
- Running out of credit while roaming
- Visited countries have easily accessible recharge options.

## Opportunity

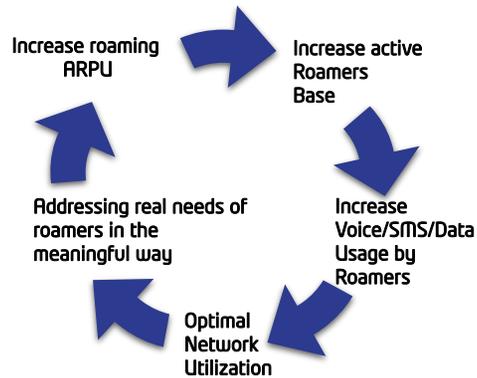
- To differentiate from the competition through introduction of **meaningful, relevant and difficult to copy offer addressing real needs** of Pre Paid roaming customers
- To deliver:
  - Effective roaming customer acquisition instrument
  - Effective roaming customer retention tool
  - Tool for encouraging roaming usage without the fear of low credit.

## Why Recharge Everywhere?

- Ability to recharge PrePaid (Hybrid PostPaid) account with top-up cards/instruments available at thousands existing distribution points across visited countries in the consistent and easy-to-use format
- Addresses “real” customer need in the meaningful way
  - Stay connected in convenient (user friendly) way while travelling for business or pleasure.
  - Continues ability to receive calls on the home country phone-number even while away from home - the main USP of roaming
  - Enjoy effective/efficient recharge options available at customer’s desired vicinity.
- No more worries of running out of credit while roaming. No fear of losing scratch cards brought along while travelling.
- Major advantage in terms of Brand/market perception

# Strategic fit to MNO

The introduction of Recharge Everywhere service offering is significant means of differentiation from the competition and fits perfectly in the following aspects:



1

As a part of the brand promise, it conveys a strong functional base for ongoing enhancement process - leadership in delivering *products meaningful and relevant to target market segments*

2

*Differentiates MNO from its competitors* by taking advantage of its presence and this partnership across continents in a very real & functional way

3

*Extends the initial service offering* to address customers roaming needs across continents

4

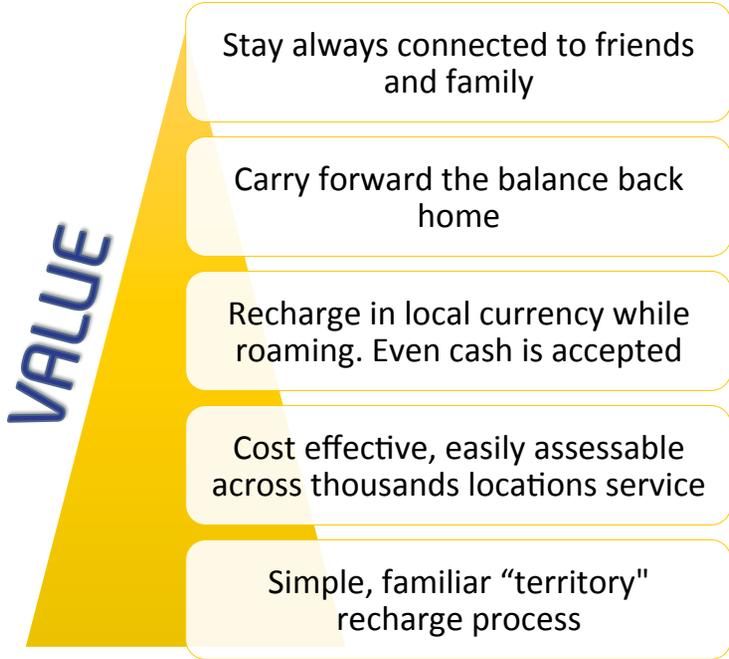
Generate *additional revenue stream* from enabled roaming services

## Expected return

- ✓ Acquisition/retention of customers while away from home country
- ✓ Acquisition of visiting customers to utilize MNO services
- ✓ Not only sustains, but further enhances roaming revenue generated as a result of capturing bigger share of customer wallet
- ✓ Direct transactional revenue associated with each recharge

# Customer Value Proposition

Convenient, simple, familiar, easily-accessible airtime recharge service at a click of a button





# Recharge Everywhere vs. Other Int'l Recharge Services

## Recharge Everywhere

The service allows to recharge via scratch cards, POS terminal or EVD across thousands locations across visited country

Convenient & familiar process as it gives customer access to recharge via scratch cards.

Easily visible at thousands of retail locations via partner OpCos

Affordable transaction fee

Ability to pay with cash at all retail outlets selling scratch cards

The scratch cards can be carried & recharged if and when required.

## Other Int'l Recharge Services

The service allows access via limited availability of designated outlets, selected ATMs, kiosks, and Web sites.

New customer behaviour/ and often cumbersome process as recharge is executed through automated kiosks or web sites

Due to the limited spread of point of sales, its difficult to identify/locate them.

Exuberant transaction fee (up to 10% of recharge amount)

Limited use of cash at the limited POS outlets and kiosks. Credit cards on the web-sites

The numbers are recharged instantly & cant utilized for proxy buying.





Thank you

