

Cell C slashes contract prices by up to 50% and makes them simple and flexible

Following tariff reductions in data as well as prepaid and international calls, Cell C today announced that it would also be reducing its contract rates with the launch of six *Straight Up* packages for postpaid and hybrid (Top-Up) customers on 22 June 2012. These packages range from *Straight Up 30* to *Straight Up 800*.

“For the first time customers can see exactly what they are paying for and select the package that suits them best. For instance when you buy a *Straight Up 100* package, you get 100 minutes, 100 SMS’s or MMS’s, and 100 MB of data anywhere, anytime for R100. The same applies for all *Straight Up* packages. Customers also no longer have to worry about high out-of-bundle rates. They will pay 99 cents per minute, with per second billing anywhere, anytime out of the bundle for every bundle, ” says Cell C CEO Alan Knott-Craig.

Customers will know exactly how many minutes, MB of data and SMS’s/MMS’s will be in each bundle. The minutes in the bundle, however, exclude international calls. Calls to the UK, USA, China, India and Pakistan are billed at 99 cents per minute on per second billing anytime, out of bundle. New international rates to all countries will be announced in the next few weeks.

“And customers get to choose the duration of their contract. If no cellphone is required, then 1 month is the shortest contract,” adds Knott-Craig.

If the customer wants a cellphone, the price of the cellphone will be calculated depending on the length of the contract period chosen; 6, 12, 18 or 24-month. Add the cellphone monthly price to the contract monthly subscription, and you have your total monthly subscription.

If, when using a Hybrid or Top-Up package to control your monthly spend, you run out of minutes or data or SMS's simply add a prepaid SMS voucher or data bundle, or prepaid airtime voucher at 99 cents per minute anywhere, anytime. If you make international calls, the rate for the country will be the applied tariff.

If you are on a Postpaid contract, simply continue using the service at 50 cents per SMS, 50 cents per MMS, 99 cents per MB of data, and 99 cents per minute for voice. If not used, the voice minutes, messaging and data will automatically roll over and remain valid for 90 days.

“Our packages are simple, transparent and superb value. Only per second billing is used on voice minutes. Customers simply estimate how many minutes, SMS's and MB of data they want per month and choose a package based on estimated usage. If you don't use your allocation, we simply roll it over for you. If customers want to use their existing handset they can choose the SIM-only option. If a customer wants a top-of-the-range smartphone but only requires a small bundle of voice minutes that is also okay. With our new packages you can mix and match as you please,” says Knott-Craig.

Customers these days have no way of knowing when a call is on-net or off-net as numbers get ported to different networks every day. Customers also want to make calls when and where they need to and not when and where they are told they can. “And we have still not finished giving consumers what they want. Not perfect yet I know, but a helluva lot better in terms of simplicity, choice and price than they can get

today anywhere. Once Government and ICASA start actively pumping for a more competitive market, we will make it even better for the consumer. We are still a relatively small player, and we can't do this alone." says Knott-Craig.

Cell C Postpaid and Hybrid (TopUp) offerings (including VAT):

Packages	SIM only fee	*SIM + handset fee	Minutes included	SMS/MMSs included	Data included (MB)
Straight Up 30 Straight Up 30 TopUp	R30	Deal dependent	30	30	30
Straight Up 50 Straight Up 50 TopUp	R50	Deal dependent	50	50	50
Straight Up 100 Straight Up 100 TopUp	R100	Deal dependent	100	100	100
Straight Up 200 Straight Up 200 TopUp	R200	Deal dependent	200	200	200