

Mobilink indigo

MARKET

Pakistan's cellular industry is internationally recognised as one of the fastest growing in the region. Being the first GSM operator in Pakistan, Mobilink has led from the front and remains a clear leader with a market share of over 40%. With a subscriber base of over 30 million, Mobilink commands a leadership position with both the prepaid and postpaid segments.

For Cellular Operators in Pakistan, traditionally the market penetration is achieved through prepaid offerings, and the stabilising factor which decides market leadership are the high-revenue post paid users. Currently dominated by corporate clientele, post paid cellular users in Pakistan have not only increased voice usage in Pakistan, but are also the premium users for other data services.

HISTORY

Mobilink re-launched its postpaid services on the 11th of May, 2004 under the brand name, indigo, igniting an evolution in the communication industry and redefining the essence of post paid services in Pakistan. The concept of indigo since its inception has been a brand that understands the value of quality communication.

The indigo saga began with the introduction of the first Brand Ambassador, Shaan, in the role of an investment banker and his family. Subsequent campaigns highlighted value added benefits such as GPRS coverage and Business Tools. The award winning BlackBerry® was also introduced for the first time in Pakistan under the indigo platform as an exclusive Mobilink offer. The post paid lifestyle depicted in the series included showing the indigo Brand Ambassadors on the go and constantly connected courtesy indigo.

Since its launch, indigo has ensured that its positioning as well as values are driven by consumer needs, whether business or individual. To date the indigo brand remains a depiction of success and an iconic brand that is true in its promises, clean in its communication and differentiating in its value proposition.

THE PRODUCT

Being the leading postpaid brand, indigo has ensured that it constantly adjusts itself to the needs of the Pakistani market. The result is a powerful bundle of tariffs and value added services tailor-made for its clientele. indigo currently has 5 pricing plans, bundled with free minutes and free SMS, to ensure that customers can pick the plan that is most convenient to use. With widest nationwide coverage in over 5000+ cities, districts and villages in Pakistan, indigo keeps its customers constantly connected. Not only this, but indigo also has

international roaming in over 120 destinations worldwide. With over 300 roaming partners, six distinct pricing zones and uniform SMS rates, indigo ensures that keeping in contact while roaming is a valuable experience.

Mobilink indigo was also the first to introduce the world renowned business solution BlackBerry® in Pakistan. Mobilink BlackBerry® Solution offers a wide range of business applications (push email, attachment viewing, contacts and calendar synchronisation); fun and leisure applications (Facebook, GTalk, MSN Live, Google Maps, etc); along with a superior web browsing experience. Mobilink BlackBerry's highly efficient and friendly after sales service support further facilitates indigo users in carrying out business while on the go.

To further ensure that the indigo experience is the most rewarding, indigo also introduced the concept of half price Sundays, where indigo customers can talk all of Sunday at half price, more affordable international dialing tariffs and Friends and Family Discounts.

Mobilink indigo also introduced a one-of-its-kind exclusive club, known as Club indigo, which caters exclusively to our corporate clients as well as loyal high-end indigo customers. This club offers unsurpassed customer care to its members, which include personalised services, priority handling at Contact & Service Centers, invites to



Staying connected at all times is the essence of any relationship. Experience stronger ties through indigo's unrivaled postpaid connectivity that offers you widest nationwide coverage in over 5000 destinations across Pakistan & International Roaming in over 100 countries. Enjoy our special Friends & Family rates, exclusive Weekend Discounts, a one of a kind Rewards Program for instant shopping and much more!

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special events exclusively arranged for members, as well as visits by the Corporate Account Managers to all members at least once every month.

RECENT DEVELOPMENTS

Earlier in 2008, indigo was the first telecom brand in Pakistan that launched a highly successful campaign – Mobilink indigo, the Ultimate Postpaid Experience – which solely emphasised on promoting indigo's strong values and quality of services rather than just competitive rates or discount offers. The norm in Pakistan has overwhelmingly been one whereby all brands are judged exclusively on a pricing basis, and that is

seen as the sole success driver. With this campaign indigo went against this norm and proved otherwise by displaying proudly its 5 Values – Freedom, Coverage / International Roaming, Value-Added Services, Customer Care, and Rewards – and showed why indigo remains not only the number one choice in postpaid brands, but also the premium one across the whole country.

Mobilink indigo also introduced its Talk Fiesta ongoing deal in 2008, which provided customers the opportunity to pay advance line rent for 6 or 12 months and receive upto double the amount of Free Minutes available on their package; this was a very successful offer which once again proved how through a loyalty program (the indigo Rewards); exclusive Club services (Club indigo), and business solutions (BlackBerry), indigo went an extra mile for its customers' convenience.

PROMOTION

Inspired by indigo's success, the new entrants into the Pakistani Cellular market also launched brands within the category. With competition stiffer than ever before, indigo evolved its positioning from ownership of home and office to ownership of the lifestyle. The brands manifests that the real value comes when the customer is provided with what he expects (connectivity and coverage) and more (value added services). That is why indigo is *not* a post paid package, it's a communication solution.

Keeping this in mind, a series of communication were launched which ensured maintenance not only in terms of ever-increasing brand equity but also a larger market share in terms of sales growth. The new indigo thematic campaign brought about a revolution in the advertising industry; shot in sequence, with a feeling of utmost elegance and aesthetic class, each TVC ended with a twist in the indigo stories, keeping customers engaged and asking for more.

With this revamp, indigo also stepped out completely from the corporate shadow by introducing its own selling line created on the very basic yet all encompassing idea that through

excellent connectivity, coverage and a variety of value added services including BlackBerry® solutions, people are always connected and essentially closer than ever before. Thus the new tagline 'indigo - brings people closer' was unveiled. To ensure increasing equity and brand recall of the new tagline, the copy structure of the whole campaign consisted entirely of conjunctions with just the three basic words – "Connect", "indigo" and "Closer". Despite big budget launches and heavy ATL spends by the competition, indigo has still maintained a clear position in the consumers mind, and remained undeterred and came back stronger than ever before.

Also, in light of Also, in light of growing competition, the first loyalty initiative for a telecom brand was launched by indigo; with a clear focus on increasing the value of brand for the existing consumers and giving them long term association incentives, indigo launched the programme under the name of 'Rewards'. The indigo Rewards programme is a swipe card based loyalty programme that offers free dining and shopping options at over 1,000 indigo partner outlets across Pakistan. The indigo Rewards programme is a simple concept, where every 50 rupees earned on the indigo bill are in turn converted into 1 point on your card which can be used to shop at indigo partner outlets including Mothercare, Swatch, UCB, Puma, Lacoste and dining options such as KFC, Pizza Hut and Dunkin Donuts. To support the advertising push and in order to increase card usage, a consumer promotion was also launched where indigo customers were given a chance to win a million points and numerous other prizes.



Business Lifestyle

We have your business covered.

Offering GPRS for business communication.
Pakistan's favourite cellular family.

Alongside your personal communication, Indigo is a partner in all your business communication. Which is why, business tools such as GPRS with WAP-portal, MMS, E-mail, FaxMail, Missed Call

Alerts, MobileBanking, StockAlerts, Conference Calling — on top of the widest coverage — are just some of the means to add the best business value to your lifestyle. Call now.

Mobilink
indigo

reshaping communication

BRAND VALUES

At the heart of the indigo brand are the values that have driven it from its inception; a brand that is true in its promises, clean in its communication and differentiating in its value proposition.

Mobilink believes in building bonds and wants to make its customers feel the positive difference effective communication makes in their lives everyday. Mobilink indigo cares for its customers and hence provides actual premium post paid service, not just make-believe – we understand that whenever a customer wants to be connected; he is depending on us to ensure that he does it effectively and seamlessly.

www.mobilinkgsm.com

THINGS YOU DON'T KNOW ABOUT INDIGO

- indigo was previously known as Mobilink Star.
- indigo was the first telecom service to introduce and offer BlackBerry services in Pakistan.
- 91% of the companies on KSE 100 Index are powered by indigo.
- indigo was the first telecom brand to introduce a loyalty program - the indigo Rewards Programme.

Mobilink indigo, The Ultimate Postpaid Experience

Explore the next level of personalized and value-driven services that come together as the indigo experience. Enjoy value that remains unrivaled with an enhanced indigo lifestyle that better delivers on your business and personal communication needs. Experience an array of services exclusive to indigo, which are contoured to become your absolute expression.



Freedom



Coverage/International Roaming



Value-added Services



Customer Care



Rewards

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