

# MTN Uganda launches HelloWorld roaming solution

KAMPALA, Uganda - MTN Uganda has launched HelloWorld, a roaming service that enables MTN customers to enjoy discounted calling, SMS and internet rates while travelling to destinations around the world.



Image by 123RF

MTN has categorised various countries into price-based zones, 'Zone One' and 'Zone Two', when you dial \*160\*55# from your MTN line. In countries under Zone One, customers can subscribe for HelloWorld at UGX. 1,000/- per day; while the subscription rate is UGX. 500/- per day in Zone Two.

Zone One includes countries like South Africa, Zambia, Nigeria, Tanzania, DRC, USA, UK, China, Canada, Pakistan, Afghanistan, Cote D'Ivoire, Liberia, Ghana while Zone Two covers USA, UK, Saudi Arabia, Germany, Portugal, France, Romania, Hungary, Croatia, Austria, among others. The full list is available on MTN's website.

All a customer needs to do is subscribe to the zone with the partner network in their selected country, for the number of days they will be travelling; after which they will be able to enjoy discounted calls within that country, to any network in Uganda or anywhere else in the world.

MTN HelloWorld subscribers can also send SMS at discounted rates, receive SMS for free and best of all enjoy affordable internet straight from their smartphones while roaming.

“In addition to affordable roaming rates, MTN HelloWorld offers peace of mind and convenience to travelling customers. We are delighted to have introduced a solution that will allow customers to keep their MTN number on to stay in touch without the need to get a new SIM card or buy a calling card in every country visit,” said MTN Uganda’s chief marketing officer, Mapula Bodibe.

“A customer doesn’t always have to subscribe every time they travel to a different country. If your trip covers countries within the same zone, you do not need to subscribe again. However, if your trip covers countries in more than one zone, you will need to subscribe to the two zones to enjoy the service,” added Bodibe.

For customers subscribed to MTN HelloWorld, data is charged as low as 0.4/- per KB (about 400/- per MB) to 2/- per KB (about 2000/- per MB), a much more favorable alternative to other roaming solutions. Furthermore, subscribers do not have to depend on Wi-Fi hotspots to keep their internet connections active.

This service is not available with Kenya, Rwanda and South Sudan partner networks due to the availability of the already discounted One Network Area roaming service.

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