

Bboxx, StarTimes partner to grow TV access to off-grid customers

Bboxx Solar, a next-generation utility company that seeks to solve energy poverty through clean, affordable and reliable solar solutions has entered into a partnership with pay television company StarTimes Media that will see its off-grid customers across Kenya access digital television services.



Source: www.pexels.com

Bboxx Solar which provides pay-as-you-go solar home system services to over 500,000 Kenyans through affordable payment plans, will now offer its customers the option to bundle the brand's Mdosia TV package that comes with an option for a 24 or 32 inch TV with StarTimes hardware including cam cards, antennas and satellite dish thereby providing Bboxx customers with access to StarTimes local and international television channels.

Speaking during the signing ceremony, Bboxx Solar MD, Jeff Vanden Berghe noted that the two brands will work closely together to offer unparalleled support towards ensuring a smooth customer experience as the energy and media company partner towards transforming and unlocking the potential of Kenyans through access to clean energy, information and entertainment.

"We will leverage on our individual strengths towards our goal of improving the quality of life for rural and urban dwellers. We are currently present in 34 counties and growing, we see lots of potential in working with off-grid households where through this new partnership, we will not only provide clean energy solutions, but also access to infotainment," noted Vanden.

StarTimes CEO, Hanson Wang said, “This is a strategic partnership that will enable off-grid customers access our rich content genre, we are confident that moving forward we will not only grow our subscriber base but also play a significant role towards driving access to powerful social benefits that is achieved through access to information and entertainment by the households.”

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