

MTN Uganda's Zone to stay



By [Walter Wafula](#)

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MTN Uganda has decided to uphold MTN Zone, a cost saving tariff plan, due to subscriber interest for the product, according to a senior executive at the company.

MTN's chief commercial officer, Erik van Veen said the decision to add the innovation to their product portfolio was informed by the success of the product.

MTN Zone is a tariff plan that allows customers discounts, depending on the location and the time of their calls. The product was launched as a promotional offer on 28 July, 2008, and was due to end at the end of September.

Uganda's telecoms market has seen a heightened level of competitive pressure and dynamism in the recent years. Uganda's mobile phone subscribers are now about eight million, following the entry of new players, Warid Telecom another aggressive operator and the existence of old players like Zain, and Uganda Telecom.

ABOUT WALTER WAFULA

Walter Wafula is a seasoned journalist who has reported for the *Daily Monitor* newspaper in Kampala-Uganda. He is also a contributor on Bizcommunity.com website. Email Walter at wafwalt@yahoo.com and connect on LinkedIn.

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