

# Business

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## Zain launches 'eeZee Your Way' for prepaid customers

### Most unique and innovative prepaid solutions for biggest family of subscribers

**KUWAIT:** Zain, the leading digital service provider in Kuwait, announced the launch of 'eeZee Your Way', a new promotional campaign for prepaid customers that offers the most unique and innovative prepaid solutions to the biggest family of subscribers in Kuwait. The campaign aims at opening up entire new horizons towards Zain customers' usage needs in line with today's ever-changing digital lifestyle, while offering them an added value and meeting their unique needs and aspirations.

By launching this new campaign, Zain gives eeZee customers the ease and flexibility of customizing their very own plan as per their unique needs via the Zain app or website. The campaign also gives customers the chance of getting up to triple benefits every month, carry over unused benefits to the next month, enjoy a wide range of digital entertainment services, and much more exclusive options.

Prepaid (eeZee) customers can now launch the Zain smartphone app or website and choose from a wide range of options to customize their very own plan from scratch that fits their priorities, needs, and budget. Customers can easily choose their preferred Internet caps, number of Zain-to-Zain minutes, number of local minutes, number of international minutes, as well as options for unlimited social media, WhatsApp, YouTube, and more.

Once a customer specifies the options that best suit their needs, the final plan price will be shown, where they may add or edit options as they see fit. Once a customer activates the plan they customized, it will be valid for 30 days starting from the activation date, and it will automatically renew

when the period is over. The minimum amount for a plan is KD 5.

When a customer commits with autorenewal on-time (meaning enough balance is available to renew after the 30-day period), they will receive double the benefits they have selected (such as minutes, Internet caps, etc.) in the next month for the same original price. If a customer continues to commit with autorenewal on-time in the following months, they will continue to receive triple the benefits they have selected during the following months for the same original price. Any unused minutes or Internet caps will be transferred to the upcoming month and added over the doubled/tripled benefits at no extra charge.

- Exclusive options, free gifts, and selection of great digital entertainment services.
- Zain only operator that allows customers to carry over unused benefits upon renewal.

Once a customer activates the plan they have customized, they have the ability to prepare a different plan with different benefits for the next month anytime during the current plan's period by simply tapping on "Set Next Plan". Zain offered this feature for customers who may have changing usage habits that change from time to time, offering them the ease and comfort of not having to auto renew the same benefits they might not need in the future.

New customers who wish to join the eeZee family can order a new prepaid line with a new SIM card through the

Zain Online Store (zos.kw.zain.com). The new card will be delivered to their doorstep, and they will enjoy 200 GBs of Internet, 60 local minutes, 60 International minutes, and unlimited calls within Zain's network (Zain to Zain calls) for KD 6 only. The same plan will auto renew every month at the same price.

Zain also offers existing eeZee customers the chance to enjoy many great free gifts when they download the Zain app for smartphones on iOS and Android. Gifts include free bonus credit, free Internet, or other amazing gifts at no charge.

With the recent boom in digital entertainment services, Zain is keen on offering its customers a range of entertainment options in partnership with major

content creators and service providers to give them the chance to enjoy their favorite programs wherever they are. eeZee customers can now subscribe to OSN for KD 3 monthly only to get 100 GBs of free Internet to stream OSN content. Customers can easily subscribe by activating the service via the Zain app or by sending OSN to 999 to receive their sign-in credentials and start enjoying their favorite movies and TV shows on the OSN app right away.

Zain prepaid customers can also enjoy Anghami by receiving a free subscription for two months, where they can enjoy



one month themselves and gift the other month to a friend or family member. To enjoy the offer, customers can easily send "SUB ANG3" to 94010.

The unique campaign was specifically designed to complement the needs and aspirations of Zain's prepaid customers. By launching this new innovative feature, the company aims at creating a new concept for the services it offers, as well as

offering convenience with flexible plans that meet the different personal and professional needs of its prepaid customers.

Zain is committed to offer the most flexible and innovative offerings in the market for both prepaid and postpaid customers, reinforcing its leadership position and its pledge in offering the best services and offers to the largest family of subscribers in Kuwait.

## Dubai Expo 'new city' will exist for decades, says chief

**DUBAI:** Dubai has created a "new city" for Expo 2020 that will exist for decades, the head of the event told AFP, promising most of the vast site will remain in use after the six-month world fair. The \$7 billion, purpose-built showground occupies a vast site on Dubai's outskirts, with hundreds of pavilions and exhibitions sprawling across an area twice the size of Monaco.

Expo 2020, which has sustainability as one of its main themes, wraps up in March. But director general Reem Al-Hashimy said the lavish, largely air-conditioned development would not go to waste. "It was never an investment to host an Expo, it was an investment to create a new city that is equal distance between Dubai and Abu Dhabi and really the city of the future," she said in an interview.

"That investment goes into a city to 2040, 2050 and beyond. In addition to that, we have also made a commitment not to dismantle all Expo-related facilities. "Everything that we're building, a very large

majority, over 90 percent or so, will actually remain for that future city."

The United Arab Emirates city has witnessed breakneck development in its growth from a small fishing settlement to a major center with the world's tallest building, the Burj Khalifa. The Expo project is connected to the Dubai metro and lies en route to the capital Abu Dhabi, the richest and most powerful of the UAE's seven emirates. "We're looking to attract industries" -

Expo is intended to draw millions of foreign visitors, but pandemic-related travel restrictions worldwide are likely to have a dampening effect. And whether the 5G-enabled site thrives or languishes after Expo depends on what businesses can be persuaded to base themselves there.

"Given the focus on technology and sustainability we're looking to attract industries, residents that are inclined to operate in those spaces," said Al-Hashimy, who is also the UAE's minister of state for international cooperation. "So in part we're



**DUBAI:** This picture shows the Tunisian pavilion at the Expo 2020, in Dubai yesterday.—AFP

looking at industries related to climate or green technology if you will, a lot around ag-tech. There's an interesting combination of new sectors that have emerged that we're going to be able hopefully to capitalize on by having this Expo."

Expo's sustainability measures include Terra, an enormous, satellite dish-shaped construction that is powered by nearly 5,000 solar panels and recycles its own water. There are also a number of activities on climate and biodiversity, an especially pressing

topic in the oil-rich Gulf, one of the world's hottest regions. "There was a real conscious decision when we laid out our people and planet program to look at how the Expo activities... could positively contribute," Al-Hashimy said.

"Large global events in general don't look at long-term sustainable measures," she added. "But given that this site will remain almost in its entirety, in legacy, then we are proud to be able to contribute to the larger sustainable agenda." —AFP

## Thousands brave heat as delayed Dubai Expo opens

**DUBAI:** Thousands of people toured Dubai's Expo 2020 on the opening day on Friday, braving hot temperatures as the COVID-delayed world fair finally opened its doors one year late. Visitors strolled or rode electric bikes around the huge showground, which has been built from scratch at a cost of about \$7 billion on Dubai's desert outskirts. As temperatures touched 38 degrees Celsius (100 Fahrenheit), robot information systems buzzed down the shaded boulevards and formation jets plumed colored smoke overhead.

Dubai, one of the UAE's seven emirates, is hoping to attract millions of visitors in a boost to its profile and standing during the six-month fair. Visitor numbers were not immediately available for day one, but crowds were light and attendance appeared respectable rather than busy.

"It is really a source of pride that Dubai is hosting

an Expo, which means a global event," said Aysha Hussein, a 20-year-old student and Emirati citizen. "We are all excited about the event."

One hundred and ninety-two countries have pavilions at the event, with rivals such as Zionist entity and Palestine present as well as Qatar, which was blockaded by its Gulf neighbors for three and a half years until January. "We were looking forward for today and the opening," said Sarah Cann, 34, a British podiatrist who lives in Dubai. "We're looking forward to seeing some of the shows perhaps, tasting food, different food from different countries and just exploring."

Some exhibitors are hoping Expo, set to be the most attended event since the pandemic, reflects a turning point in the global fight against the disease. But coronavirus measures are highly visible, with masks mandatory and social distancing on site. Visitors must be vaccinated or hold a negative PCR test. Reem Al-Hashimy, the Expo 2020 director general and the United Arab Emirates' minister of state for international cooperation, said officials were keeping a close eye on the situation.

"We're doing what is scientifically possible to mitigate COVID impacts but also what is necessary for things to also move on, so trying to thread that needle or create that balance is going to be something



**DUBAI:** A picture shows an image of Apple founder and late CEO Steve Jobs in the interior of the US pavilion at the Dubai Expo 2020, on Friday.—AFP

we will watch very carefully," she told AFP.

The UAE last month brushed off a European parliament resolution urging member states and businesses to boycott Expo over the country's human rights record. "Expo 2020 is yet another opportunity for the UAE to falsely present itself on the world stage as open, tolerant, and rights-respecting while shutting down the space for politics, public discourse, and activism." —AFP

## Tata emerges frontrunner to acquire Air India

**NEW DELHI:** India's conglomerate Tata Group has emerged as the frontrunner to acquire debt-stricken Air India as the government looks to close one of its most ambitious divestment projects, sources revealed. The India government is yet to formally approve Tata's winning bid, but people with direct knowledge of the matter said the Mumbai-based conglomerate has placed the highest bid - over \$1.029 billion (Indian rupee 5,000 crore)



more than SpiceJet promoter Ajay Singh, who participated in his individual capacity in the bidding process.

Tea-to-steel Tata Group confirmed two weeks ago that it had submitted a bid to buy debt-crippled national carrier Air India, which it owned decades ago before the airline was nationalized. The Indian government has sought to sell its entire stake in the ailing company, setting a deadline for bids for Wednesday after failing previously to secure any interest for a majority share.

A senior government official said that once the winner is announced, the share-purchase agreement will be signed with the winning entity within 15 days, and the transfer process will begin immediately afterward. Representatives of both bidders were called for meetings on two occasions earlier this week, during which the share-purchase agreement was discussed to help them take a long-term view of Air India's various liabilities, and plan the funding accordingly. The Civil Aviation Ministry issued a preliminary information memorandum in January 2020 seeking an expression of interest, kicking off the process of divestment. A key change from the government's earlier attempt to sell Air India in 2018 was that it said it would offload 100 percent of its stake, compared with 76 percent earlier. —Agencies