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Telekom's the new big sponsor

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TELEKOM Malaysia will be making their debut as official telecommunications service provider in this year's Petronas Formula One Malaysian Grand Prix on March 19-21.

A three-year agreement between Telekom Malaysia and race organisers Sepang International Circuit (SIC) was signed at the Kuala Lumpur Tower yesterday, which will see the former providing basic voice, ISDN, broadband internet and broadcast services, and instant billing facilities at the racetrack beginning this year.

The deal is not limited to the supply of services for the F1 Malaysian Grand Prix, but will be for all races at the Sepang Circuit for the next three years.

TM Telco chief operating officer Datuk Dr Idris Ibrahim, who signed the agreement on behalf of Telekom Malaysia, said this will extend the company's involvement in world-class sporting events, having already proven themselves as the title sponsor of Le Tour de Langkawi (LTdL), a cycling event.

"Based on track record, we assure Sepang International Circuit of a reliable, seamless and pervasive service throughout the event," said Idris.

Telekom Malaysia have deployed eight technical staff and sales personnel to assist SIC with preparations for the Malaysian Grand Prix next weekend.

Signing on behalf of SIC was general manager Ahmad Mustafa, while chairman Datuk Mokhzani Mahathir officiated the event.