

SIM Kad Rakyat 1Malaysia launched
MalaysiaKini.com
Mar 17, 2015

SIM Kad Rakyat 1Malaysia (SR1M) with starter packs as low as RM5.90 is introduced to provide a choice to low- and middle-income groups and students to reduce telecommunication service expenses.

Launched by Domestic Trade, Cooperatives and Consumerism Minister Hasan Malek in Putrajaya yesterday, SR1M provides affordable internet access, calls and short messaging service (SMS) with quality services that are comparable with the big local telcos.

At prices as low as RM5.90 for a starter pack, users will get a free credit of RM5 and 150 Megabytes (MB) Internet access.

In his opening speech, Hasan (right) said the prepaid SIM is another initiative under the 1Malaysia People's products aimed at helping low- and middle-income people to reduce the burden of the rising cost of living.

"SR1M has been introduced not to add competition to the industry and the mobile phone network provider but as an alternative for those who need a mobile phone as a primary communications tool, among the lower income group as well as students," he said.

"SR1M's rate will attract mobile phone users who want easy and free use without necessarily being tied with phone bills or hidden charges," he said, adding that SR1M was targeting one million users nationwide this year.

SR1M's call charge is RM0.08 for every 30 seconds and RM0.08/SMS, while for Internet data download the charge will be RM0.05 per MB.

Hasan said SR1M is an initiative of a private company without any form of funding or financial incentives from the government. It is run by Optic Tech Sdn Bhd in collaboration with U-Mobile Sdn Bhd as the mobile network provider.

"SR1M coverage is extensive and it will be improved from time to time so that users can enjoy quality telecommunications services," he said, adding that currently there is slight interference in the interior of Sabah which will be improved in the immediate future.

SR1M now focuses on the prepaid system but the service will be extended for postpaid services soon.

SR1M also established a network of bumiputera-owned shops in the telecommunications sector in line with the government's bumiputera economic empowerment policy, he said.

- Bernama

Copyright © 1999-2012 Mkini Dotcom Sdn. Bhd
Source : <http://www.malysiakini.com/news/292239>