

Airtel launches affordable, data-enabled phone

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Airtel Rwanda, through its brand ambassador, Aurore Mutesi Kayibanda (Miss Rwanda), has launched an affordable, data enabled phone called 'Nyampinga'.



Nyampinga is described as the first affordable, data enabled dual-SIM phone in Rwanda, costing Rwf 11,700. The phone comes with data ability, FM radio and a good resolution camera with a sleek design. It also comes with a magic SIM offer of Rwf500 worth of voice, data and SMS every week for three months, reportedly making it one of the most affordable dual-SIM internet enabled devices on the market.

"Nyampinga is a portable and affordable data enabled phone and targets the normal Rwandan. It is an opportunity for us all to embrace technology at a very affordable and reasonable price," said Mutesi Kayibanda.

She added that the phone, which is appealing to even the modest Rwandan, is set to connect over 10,000 Rwandans thus giving those who have been left out of the technology circle, a chance to connect to the internet affordably.

Airtel's Brand and Communications manager John Magara, noted that Airtel's aim is to offer internet accessibility to as many Rwandans as possible.

Nyampinga comes months after Airtel Rwanda launched another affordable Viziyo phone that connected over 20,000 Rwandans.