

fixed  
mobile  
internet  
business

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Contemporary   Familiar   Trusted  
Knowledgeable

Exciting



**Dhiraagu**, the only mobile operator with **100%**  
coverage in all inhabited islands and resorts

Listen to the Maldivian heartbeat.

Dhiraagu - the total communication solutions provider in Maldives.



Touch Maldives



## C O R P O R A T E P R O F I L E

Dhivehi Raajjeyge Gulhun Private Limited (Dhiraagu), a joint venture company 52 % owned by Cable and Wireless and 48% by the Government of the Maldives, began operations in 1988 as the national telecommunications carrier of the Maldives.



**Mr. ISMAIL RASHEED**  
CHIEF EXECUTIVE



**D**hiraagu has since rapidly built a sound, financially strong business based on a commitment to providing innovative products and services and a philosophy that places high value on customer satisfaction. We employ more than 620 staff members, 99% local.

A major owner of infrastructure in the Maldives, we continue to invest in the Maldives. We have taken major steps to bring the Maldives to its current position as having one of the most advanced state-of-the-art communication networks in the region, covering 800 miles from north to south of the country.

Dhiraagu's goals are in line with the Government's vision for the development and growth of the telecom sector in the country. The company's recent ventures involved the provision of better broadband Internet services to further islands, and the linking of the Maldives to the global information highway, via fibre-optic submarine cable network. We have a well-

established in providing corporate customers with reliable network solutions and superior account support in the rapidly changing corporate market place.

Dhiraagu today owns and operates a fully digital communications network reaching every inhabited island and tourist resort in the Maldives. We have also established operational and support centres in 9 regions across the country, so as to provide fast, reliable and quality service.

### **Our Staff**

Qualified and motivated staff being key to ensuring our success in the long term, training of staff is given high priority, with Dhiraagu spending over Rf10 million every year on training, in both technical and non-technical areas. This is in addition to regular refresher sessions on essential customer care and communications skills. Competitive salary and other product related benefits are offered to retain and motivate our highly talented staff.



### **Our role in the community**

As a truly Maldivian company, Dhiragu takes pride in active involvement in the community in which we serve, and regularly contribute in vital areas such as education, health and children's development, environment, and sports and recreation, on both island and national level.

### **Dhiragu and the environment**

We fully recognize the importance of sustainable development and caring for our islands' environment, taking special care to minimize any damage to the environment resulting from our activities. Dhiragu is the largest user of solar power in the Maldives, using solar energy as the primary source of power in over 80% of the network distribution sites across the country.

In addition, as the national information communications provider "bridging the Maldives", we bring environmental benefits to our customers through reductions in travel with the use of electronic communications.

### **Our Services**

Dhiragu offers a comprehensive range of fixed, mobile, Internet and data services throughout the Maldives including installation, maintenance and repair of all the services. Dhiragu is the only total communication solutions provider in the Maldives.



*The establishment of Dhiragu 3G Plus network in 2010 meant that mobile customers can now enjoy a variety of convenient 3G Plus services.*



### **FIXED LINE SERVICES**

In the year 1999, Dhiragu successfully completed provision of fixed line access to all inhabited islands in the country, overcoming almost insurmountable geographical and logistical challenges. Today every inhabitant in the Maldives is within easy walking distance of a telephone. Dhiragu also offers business centric services including International Direct

Dialling, Operator Assisted International Dialling, Direct Inward Dialling for PBX systems, Pilot Number service and private Metering service for PBX systems to customers in and off Male'.

### **MOBILE SERVICES**

Dhiragu GSM mobile service was introduced in October 1999. Originally available in Male' and the surrounding islands, coverage has since been extended to all tourist resorts and inhabited islands of the country. Currently 100% of the Maldives population is within Dhiragu mobile coverage and over 70% of the population use Dhiragu mobile service.

Dhiragu offers a number of value added services such as Caller ID, Fax, Data, Voicemail, Faxmail, and a whole host of SMS based services. Dhiragu also operates a pre-paid mobile service which is by far the most popular. Dhiragu mobile network has GPRS and EDGE data capability allowing customers to use services like Chat, Facebook, MMS and convenient internet access. GSM international Roaming service is available with 356 operators in 138 countries which allow visitors to the Maldives to use their phone as well as allow Dhiragu mobile customers to use their phone while abroad.

## INTERNET SERVICE

Since introducing Internet service to the Maldives in October 1996, initially via dial-up, Dhiraagu has continued to enhance the service, offering customers higher access speeds, multiple access options and reduced cost of Internet usage for customers. Today high quality ADSL broadband Internet, dedicated Internet access and two-way direct satellite access are offered to customers.

Our Broadband ADSL internet is available to all islands with residential telephone service and Dhiraagu Wireless Zones (Hotspots) which have been introduced throughout a large number of places in Male' covering over 28 cafés and restaurants, and across 59 islands.

And having introduced mobile Internet service, followed by WiMax, Dhiraagu has now started providing the fastest 3G Plus mobile broadband service in the country, which means that residents of several far-away islands now have convenient Internet access.

## Our Customers

Our customers comprise of residential, small to medium business, corporate and government categories. Each has specific needs ranging from a simple telephone service for a residential customer to a complex integrated private networking solution for a global corporate customer. At Dhiraagu we pride ourselves on the ability to satisfy all our customers' information communication requirements.

Over the years, Dhiraagu has placed much emphasis on listening to our customers with the objective of improving our products and services and thereby delivering improved 'value for money'. Continuous customer feedback is collected, analyzed and acted upon to ensure our services meet the needs of our customers. In simplified terms, customers' feedback has become the driver of Dhiraagu's business enhancement process. ■



## Our Customer Service

A state-of-the-art Customer Service Centre offers telephone support to customers 24 hours a day, 7 days a week. Dedicated Sales Managers and Sales Executives are assigned to key customer accounts ensuring a high level of personalized service to these important customers.

Located throughout the length and breadth of the Maldives are Dhiraagu Customer Support Teams, who are dispatched to install and maintain networking equipment and customer premise equipment as required.

