

Etisalat Nigeria has changed to 9mobile

Emerging Markets Telecommunication Services Limited (EMTS), which previously traded as 'Etisalat Nigeria' has changed its name to 9mobile and states that the name change serves as a further testament of their unwavering commitment to ensure business continuity as Nigeria's fourth largest telecom operator.



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The company's new trading name, 9mobile represents their 0809ja heritage, their 9ja-centricity, and their evolution over 9 years of operations in Nigeria. Although the trading name has changed, the company says it remains true to the same values on which it was built.

Measured approach

In a press release issued, the new 9mobile says that in order to ensure the change of name is delivered efficiently and responsibly, the company will take a measured approach to the migration to the new brand over the next few months. Therefore, as they go through this transition, they ask their subscribers for patience and said they want to reaffirm their commitment to remain a listening brand.

It also said it will remain committed to working together with their various business partners and exploring possibilities to achieve their mutual goals. They also thanked their stakeholders, and said they'll ensure that their core values of innovation, customer-centricity, and superior quality of service remain the pillars upon which we operate. They ended off stating that the soul of their business will remain authentically Nigerian.

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