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ROSHAN

Nazdik Shodan

Press Advisory

Roshan inaugurates the opening of its newly redesigned store in Kabul

March 2, 2016 (Kabul, Afghanistan) – Roshan, Afghanistan's leading communications company, opened its newly redesigned customer service and sales center in Kabul's main business hub in the city's 10th district.

The revamped store offers a unique customer experience and a new shopping lifestyle, something which has had no precedent in Afghanistan.
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The store includes a spacious modern coffee shop operated by the Afghan-owned company *Breads and Butter Catering Services*, free Wifi connection and a new counter from Cartridge World, a U.S. based international franchise offering all types of home and office printing services. It has a new mobile handset retail chain store from the Afghan company United Mobile where customers can choose from a wide range of affordable and high quality phones.

Roshan's Chief Operating Officer (COO) Altaf Ladak said in a statement: "This is the first time in Afghanistan where our customers get to experience more than just shopping for new products and services. They get to experience a new lifestyle."

More importantly, the opening of the redesigned store brings in half a dozen new jobs and creates new opportunities for our customers and the people of Afghanistan. It also highlights Roshan's support to help Afghan businesses expand and grow.

Roshan has 9 flagship stores, 4600 points of sale, 400 sale booths and 120 customer service centers across all 34 provinces of Afghanistan to serve over its 6.5m customers.

About Roshan

Roshan (Telecom Development Company Afghanistan Corp) is Afghanistan's leading total communications provider with over 6.5 million active subscribers and a network that covers over 287 districts and cities in all of the country's 34 provinces.

Roshan is a true Afghanistan success story, serving as a catalyst for economic growth and actively contributing to the country's long-term development. Since its inception in 2003, Roshan has invested over $600 million in Afghanistan and is the country's single largest investor and taxpayer, contributing approximately five percent of the Afghan government's overall domestic revenue. Roshan directly employs 900 people, 19 percent of whom are women, and provides indirect employment to more than 35,000 people.

Roshan is deeply committed to Afghanistan's reconstruction and development. The Aga Khan Fund for Economic Development (AKFED), part of the Aga Khan Development Network (AKDN), is a major shareholder of Roshan and promotes private initiatives and building economically sound enterprises in the developing world. Also owned in part by Monaco Telecom International (MTI) and TeliaSonera, Roshan brings international expertise to the country and is committed to the highest standards of network quality and coverage for the people of Afghanistan.

To learn more about Roshan visit www.roshan.af or http://www.facebook.com/RoshanConnects.
You can also follow on twitter @RoshanConnects.

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