

DHIRAAGU

HIGH-SPEED CONNECTIVITY AIDS WORK AND PLAY IN THE MALDIVES



The leading and largest telecommunications operator in the Maldives not only connects locals and travellers to trustworthy mobile, internet, data and fixed line services across the Maldives, but forms an integral part of Maldivian life.

Dhiraagu is the only operator to date to provide 3G mobile broadband services to all inhabited islands across the country, and has also launched the nation's largest 4G network, which is a service currently enjoyed by 57% of the population in the Maldives. Achieved via a 1,200km long fibre optic submarine cable installed by the company across the Maldives, this 3G and 4G connectivity has made a big difference to a way of life that was previously very isolated. It also marks a significant achievement in providing connectivity in a country that has more geographical barriers than most, given the number of atolls and remote islands forming the para-

disiacal country.

While transforming the way the Maldives can communicate and do business, Dhiraagu's advancements make the world of difference to visitors to the Maldives, particularly those from the corporate world who rely on fast internet and mobile connection. The telecommunications' company's services mean visitors can have the best of both worlds: serene, secluded experiences in Maldivian bliss, with the knowledge they can get connected at the drop of a hat. Dhiraagu serves all 199 inhabited islands in the Maldives, all resort islands and all major industrial islands, which have enjoyed 100% mobile phone coverage since 2008.

While Dhiraagu serves a broad international range of customers who require a service on a par with that in their home countries, the company remains proudly local, with a 99% Maldivian workforce. People, commu-

nities and the environment is at the heart of Dhiraagu's operations: a true mark of a sustainable and savvy business.

As well as incorporating corporate social responsibility (CSR) values throughout its back-office operations, Dhiraagu is also heavily involved in a number of Maldivian initiatives. These include the Dhiraagu Apprenticeship Programme, enhancing the skills and opportunities for Maldivian youth. The company has also been instrumental in helping vulnerable children, by raising awareness and funds from the Dhiraagu Maldives Road Race, enabling disabled children to take part in the Dhiraagu Special Sports Festival, and sponsoring various initiatives for the children from the Kuda Kudhinge Hiyaa orphanage. In-line with its commitment to environmentally-friendly technological advancement, Dhiraagu is also one of the highest users of renewable energy in the Maldives.

The technological advancement of the small nation of the Maldives is, to many spectators, an astounding feat. No other nation has had to face the task of providing first-class technology to hundreds of islands and atolls sitting at around sea level in the middle of the ocean. Yet the Maldives has risen to the challenge, spearheaded by Dhiraagu. This in turn has played a role in developing the tourism industry in the country further. Travellers expect and rely on the ability to connect, wherever they are in the world, and without Dhiraagu, the Maldives may have lost its appeal to some travellers. Dhiraagu is rightly the winner of scores of industry awards, recognising its mobile initiatives and role as a growth engine. Thanks to Dhiraagu, connectivity and kicking back on holiday now go hand-in-hand in the Maldives.