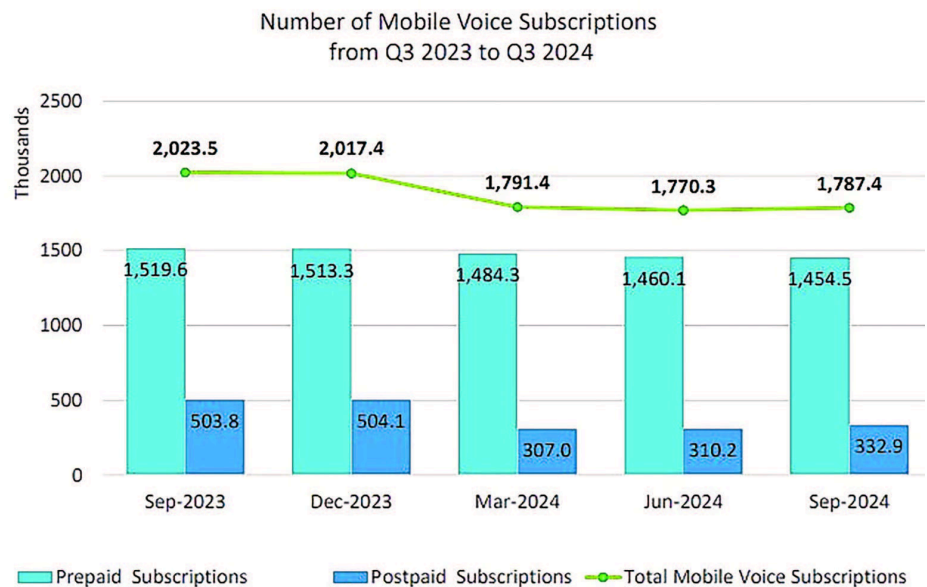


Bmobile proposes 14.61% hike on postpaid plans

TOTAL NUMBER OF SUBSCRIPTIONS
1,787,400

Y-o-Y PERCENT CHANGE
-11.7%

Q-o-Q PERCENT CHANGE
1.0%



TATT quarterly report for September 2024

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Come April 7, bmobile's postpaid customers who are on its legacy plan, are being requested to pay 14.61 per cent more to be upgraded to its Extreme Plus plan, which the mobile service provider says offers more value.

In a notice to its postpaid customers on Wednesday, bmobile said the 4G Preferred Plan, which costs \$392.63 including VAT, will be retired effective April 6, when those customers would pay \$450 VAT inclusive for its Extreme Plus plan.

The notice to customers said this upgraded plan includes 450 gigabytes (GB) of data, free bmobile calls, free anywhere minutes, free b-data, rollover data and anywhere minutes, and 3 GB of roaming data.

A similar notice was sent to customers on November 1, 2024, alerting customers that bmobile would be retiring four postpaid plans costing \$149 a month on December 1, 2024.

Those plans were bmobile basic, bmobile bonus, the one plan and the student link plan. Those four plans now cost \$200 a month, VAT inclusive.

The price of the company's 4GStar and 4G Essential plans was \$239, but now stand at \$295 VAT inclusive.

Responding to Guardian Media Ltd's query on the move, Kashif Greaves, TSTT's assistant vice president of consumer sales, said reviewing and updating plans is a standard aspect of telecommunications operations as it ensures that its product portfolio remains relevant and aligned with customer expectations.

"Following our latest assessment, we have retired a small number of legacy plans—each having been in place for an average of four to five years—and will be transitioning these customers to existing plans that provide greater benefits, offering more value for customers.

“While only a small percentage of customers are impacted, we are committed to making this transition as smooth as possible while continuing to deliver the best value and service to all our customers,” Greaves explained.

A customer called the bmobile care agents’ line to query how much data was used on his soonto-be-retired \$392.63 plan for the last three months, but the information was not forthcoming at the time.

Customers called Guardian Media’s PBX line to express concern about the \$57.48 increase that will take effect next month.

“I understand the plan is being retired, but everything is going up, except your salary. In June 2020, bmobile upgraded all of its mobile plans, and customers received improved phone packages at no additional cost. Why could this not be done,” one customer lamented.

Another customer, who took to Facebook, said, “If a plan is retiring it means that you are obligated to take the new plan and if you downgrade, that means you will get less of everything so I will have to move with the flow,” the customer added.

In its quarterly report for the third quarter of 2024 (see above), the Telecommunications Authority of Trinidad and Tobago (TATT) reported that T&T had 1,787,400 mobile voice subscriptions with 1,454,500 being prepaid and 332,900 being postpaid.

That means 18.62 per cent of the mobile voice subscriptions were postpaid and 81.38 per cent were prepaid.

Compared to September 2023, the TATT data indicate that total mobile voice subscriptions declined by 11.66 per cent from 2,023,500 to 1,787,400.

Postpaid mobile voice subscriptions declined by 33.92 per cent, dropping from 503,800 in September 2023 to 332,900 in September 2024.