

Nomination: 21249

Ooredoo Maldives

<b>Page: General Information</b>
<b>Name of Organization / Company</b> Ooredoo Maldives
<b>Logo</b> Download File ( <a href="https://asiastevieawards.secure-platform.com/file/33976/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjozMzk3NiwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbmIzrsR55O2pU_lv9SLDbWfAUybPQOtLBx46ZB3RQ?Ooredoo-Logo_CMYK_On-White-BG_FA-01.png">https://asiastevieawards.secure-platform.com/file/33976/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjozMzk3NiwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbmIzrsR55O2pU_lv9SLDbWfAUybPQOtLBx46ZB3RQ?Ooredoo-Logo_CMYK_On-White-BG_FA-01.png</a> )
<b>Web Site Address</b> <a href="http://www.ooredoo.mv">www.ooredoo.mv</a> ( <a href="http://www.ooredoo.mv">http://www.ooredoo.mv</a> )
<b>Page: Entry Information</b>
<b>Entry Title</b> Ooredoo Maldives
<b>Category</b> B01 - B12 - Award for Excellence in Corporate Innovation > B10C. Award for Excellence in Innovation in Technology Industries - 100 or More Employees
<b>Submission Format</b> An Essay of up to 625 Words
<b>Essay</b> <p>In August 2005, Ooredoo Maldives entered the monopolized telecommunications service industry of Maldives as Wataniya Telecom Maldives Private Limited. The Company changed its registration to Ooredoo Maldives Public Limited Company on 6th October 2016 and became a public limited company.</p> <p>As a community-focused company, we are extremely proud to support local and regional businesses across various industries. Despite being in the market for a mere 19 years, our customer base continues to grow.</p> <p>Ooredoo Maldives is at the forefront of 5G innovation, bringing ultra-fast connectivity and next-generation digital experiences to the nation. With 5G now covering 80% of the country, making Ooredoo the widest 5G network in the country, Ooredoo is revolutionizing mobile internet speeds, gaming, streaming, and smart solutions for both individuals and businesses. This cutting-edge technology enables seamless communication, enhanced IoT applications, and real-time data processing, paving the way for AI-driven solutions, smart cities, and digital transformation across various industries. As part of its vision for a 'Digital Maldives: Powered by AI,' Ooredoo continues to expand its 5G network, ensuring that even remote islands benefit from world-class connectivity and digital opportunities.</p> <p>With our vision of providing best in class internet services, we have expanded our SuperNet home broadband to 15 new inhabited islands during the year, bringing our footprint to 73 inhabited islands, which is more that 63% of households in the Maldives. In addition, our wireless broadband services cover's 100% of the population in the country.</p> <p>Ooredoo Maldives announced the official landing of PEACE cable in Kulhudhuffushi City on Sunday, February18, 2024. PEACE is the first international cable landing in an island other than Hulhumale in the Maldives. The establishment of PEACE Cable in the Maldives, connecting Kulhudhuffushi City to Singapore and Europe is an important step towards accommodating the rapid digital transformation taking place in the Maldives. With the successful landing of the PEACE Cable, the North of Maldives will become a gateway to the East and West, contributing immensely to the digital economy of the Maldives.</p> <p>Ooredoo Maldives enhanced My Ooredoo App by integrating telecom services, financial services and an e-commerce marketplace into a single User Interface converting it into a 'Super App'. This has tremendously increased our digital engagement and customer conversations and our customers can engage in various Ooredoo Maldives' services through a single user interface. The integration of mobile money, and ecommerce tremendously increased our digital engagement with 160,000 active monthly users to date.</p> <p>Aligned with its "Digital Maldives" vision, Ooredoo Maldives launched Ooredoo Moolee (in partnership with PRESTO), the first-of-its-kind e-Commerce marketplace in the Maldives. Moolee, employs Artificial Intelligence technology and empowers communities and businesses in Maldives to trade in goods and services, giving them access to the products they need and even make a living. It offers a streamlined user shopping experience from initial orders and online payments to nationwide delivery of goods.</p> <p>Ooredoo Maldives announced the transformation of N. Landhoo as nation's first Digital Island. This groundbreaking initiative, in collaboration with the local council, introduced digital payment methods and fostered a digital mindset within the community. Through our Digital Maldives initiative, the use, and benefits of Ooredoo digital services such as the Ooredoo Super App, m-faisaa digital wallet and Moolee have been demonstrated. Together, we mitigated payment processes by integrating m-Faisaa, making transactions smoother and more efficient. This collaboration has not only simplified financial interactions but also empowered the community to adopt a more progressive and digital lifestyle.</p>

**For this category please provide**

An essay of up to 625 words describing the nominated organization's innovative achievements since July 1 2020 **OR** a video of up to five (5) minutes in length illustrating the same. Describe the organization's innovative achievements in at least three (3) of the following areas: organizational management, corporate social responsibility, financial management, corporate communications, customer service, human resources and employee development, information technology, marketing, product design & development, and research & development.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

**Do You Have Supporting Files You Would Like to Upload?**

No

**Do You Have Website URLs you would like to link to**

Yes

**URL 1**

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**URL 5**

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**URL 10**

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