

Women get power package

Women Incorporated (WINC), launched in Johannesburg on Wednesday 7 October 2009 by Cell C, has been created to meet the unique but shared needs of women across a broad spectrum of society.



“Women have become much more independent and play an active role in shaping society today in different roles as mothers, wives, girlfriends and professionals,” says Sue Kennedy, spokesperson for Cell C, who along with a team of women at the company, has been instrumental in developing and launching the product. “The WINC package meets the needs of today's multifaceted woman - it is a product for women, by women”

Starter pack features:

- R1.50 flat rate across all networks (peak and off-peak)
- 30 complimentary SMSes
- Toll free calls to Lifeline
- Access to an exclusive mobi site and website offering relevant hot tips and advice including horoscopes, advice on health related matters for family and friends, free financial advice and a host of other content specifically for women

“Given that cellular telephony is such a big part of most South Africans' lives, our intention is to lighten the load of subscribers by offering not just a cellular telephony solution, but a value-added proposition that resonates with woman,” adds Kennedy.

“Women form an extremely important and valuable segment. Companies in many industries who have not traditionally catered to women's needs are waking up to the monumental changes in women's income, ownership, attitudes, priorities - and purchasing power in South Africa,” she concludes.