

Maxis aims to raise non-voice revenue

KUALA LUMPUR: Maxis Bhd aims to raise its non-voice revenue to 50% by next year, from the current 41.5%, boosted by the introduction of the Maxis integrated partner in education (Mipe) programme, launched yesterday.

Vice-president and head of products, devices and innovation T. Kugan said the educational programme, provided to selected higher learning institutions, would encourage students and administrative staff to use more data services for their academic works.

"This will contribute to the overall usage of data and definitely be a significant contributor to revenue in the future for Maxis," he told reporters after the launching of the Mipe programme here yesterday.

The Mipe programme is an integrated communication suite of solutions for tertiary institutions and their student populations, aimed at providing quality broadband connectivity and services, internship and entrepreneurial opportunities as well as preferential smart devices packages.

Kugan said in the initial stage, eight higher learning institutions were chosen to participate in the programme, namely, UCSI University, Limkokwing University of Creative Technology, Cempaka International Ladies College, SEGi University College, INTI International University, KDU University College, the Asia-Pacific University College of Technology and Innovation and Universiti Malaysia Sarawak.

More universities and colleges would be added to the list as Maxis was currently in talks with other public and private higher learning institutions, he added.

Oon the iPad 2, he said the company was expected to launch the device in the third quarter of this year. — Bernama