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PRESS RELEASE

Tanzania's biggest solar-powered television goes on sale as Mobisol launches its 43", set to meet market's demand for larger screens

Arusha, June 8th, 2018

Pay-as-you-go solar provider Mobisol has officially launched a 43" television as part of the company's latest entertainment and product offering to Tanzania's off-grid population.

With a 43" diameter the DC LED flat screen TV is the biggest solar-powered television that has ever been available on the Tanzanian market, underlining the increasing demand of off-grid customers for bigger solar-powered entertainment appliances.

Mobisol, as the first to serve the off-grid customer's demand to complement their Mobisol Solar Home System with a television of such proportions, shows its commitment towards continuously improving customer experience. Consequently, the 43" TV is now available in Mobisol outlets all over Tanzania.

The new product is available in combination with a 200W solar system that is accompanied by four lights, a radio, and a torch – all made affordable via a flexible installment plan. Additionally, customers benefit from a comprehensive service package, including free-of-charge installation, warranty, and the option to select a Pay-TV subscription, as part of an all-in-one-entertainment solution, offered by Mobisol in partnership with StarTimes Media.

Patrick Juma, Head of Sales and Marketing, Mobisol Tanzania, says *"We are very proud to continue to lead and to differentiate ourselves through our unique offering of appliances that allow Solar Home System users to dream bigger. Especially business owners and home users in urban areas do not want to limit themselves to smaller solar-powered appliances. Televisions are not only an integral part of social life, they also allow for educational benefits and income generating opportunities for a lot of our customers, be it bar and restaurant owners, village cinemas, schools and other education centers, families for residential uses."*

The 43" television is verified by Lighting Global's rigorous testing standards, which underlines Mobisol's customer promise of high quality, long-lasting products. Lighting Global, an innovation of the World Bank Group, provides the most up-to-date, globally relevant quality standards for solar-powered devices and solar home systems. The Lighting Global Quality Standards set a baseline level of quality, durability, and truth-in-advertising. They enable both customers and partners to objectively compare and judge available off-grid solar solutions based on results deriving from impartial tests, guaranteeing the highest quality standards.

Mobisol has successfully installed more than 10 MW capacity and electrified over 500,000 people in East Africa via affordable, high quality Solar Home Systems for home and business use. With solar solutions ranging from 40W to 200W, Mobisol caters for electricity needs beyond lighting and mobile phone charging, enabling customers to access critical appliances including entertainment systems such as HiFi-Stereos and large LED TVs.



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About Mobisol Group

Mobisol Group is a leading global player in decentralized solar electrification. Driven by market demand for off-grid solutions beyond lighting, Mobisol designs, distributes and services large home and commercial solar systems, seamlessly integrated with proprietary PAYG software. By combining the latest high-tech solar hardware with mobile payment technologies, the Berlin based company ensures affordability through flexible payment plans. Mobisol enables rural families and businesses to power a wide range of compatible appliances, such as televisions, stereos and refrigerators, thereby improving their standard of living while earning incremental income by supporting new solar-powered businesses. Mobisol has electrified over half a million people to date and runs its own operations in Tanzania, Kenya and Rwanda, while providing its software solution “Paygee” and hardware through a growing network of B2B partnerships in currently another nine countries worldwide.

For more information visit: www.plugintheworld.com

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