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Airtel Opens New Retail Outlet at Woodlands Mall, Reinforcing Commitment to Quality Service and Digital Inclusion

Lusaka, 29th April, 2026 – Airtel today officially opened a new retail outlet at Woodlands Mall, marking another milestone in the company's ongoing drive to enhance customer experience and expand access to essential telecommunication and digital services.

The new outlets form part of Airtel's nationwide retail expansion programme aimed at bringing services closer to customers while delivering a more convenient, modern, and personalized service experience.

Speaking at the official opening, the Airtel Zambia Managing Director Mr. Hussam Baday said the launch of the retail outlet demonstrates Airtel's dedication to delivering reliable and accessible services to communities across the country.

"Today is a clear reaffirmation of Airtel's enduring commitment to bringing quality, reliable and accessible communication and digital services closer to the communities we proudly serve," said the Managing Director. *"By expanding our retail footprint in key locations like Woodlands Mall, we are ensuring that our customers receive timely, face-to-face support and seamless service when they need it most."*

He further highlighted that the opening contributes to Airtel's broader expansion plan, which will see the company open 45 new retail outlets in new locations by the end of September 2026 while refurbishing 53 outlets, enhancing convenience, deepening digital and financial inclusion, and strengthening customer touchpoints nationwide.

"We are not only expanding where we serve from, but also how we serve," Mr. Baday added. *"Our refreshed retail outlets introduce a new look and feel that is modern, welcoming, and designed around the customer, simplifying service journeys and creating a more engaging and efficient experience."*

Airtel's commitment to quality service is also reflected in its network investments. Recently, the company invested US\$107 million to roll out over 400 new network sites countrywide, significantly improving coverage, capacity, and service reliability for both urban and rural customers.

Meanwhile, Lusaka Central Member of Parliament Hon. Mulambo Haimbe who graced the event commended Airtel's continued investment in infrastructure, customer experience, and national development, noting the wider economic impact of the new retail outlets.

“Initiatives such as these new Airtel shops go beyond connectivity,” Hon. Haimbe said. “They bring services closer to people, create jobs, stimulate surrounding small businesses, and contribute meaningfully to local economic growth. This is the kind of private sector participation that supports inclusive and sustainable development.”

The new outlets are expected to generate direct and indirect employment, support nearby small businesses through increased foot traffic, and contribute to broader commercial activity within their communities. This economic activity also plays a role in strengthening public finances through increased tax contributions.

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About Airtel Zambia

Airtel Networks Zambia Plc is a subsidiary of Airtel Africa, a leading telecommunications and mobile money services provider with a presence in 14 countries across Africa. Airtel Africa serves more than 150 million customers through an extensive portfolio of mobile voice, data, digital and financial services.

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