

DECISION AND ORDERS

Issued by

The Communications Regulatory Authority
(CRA)

To

Ooredoo Q.S.C

related to

Misleading Advertising Claims in Breach of the Advertising Code

May 09, 2017

CRA-CA/ 4835/17/ng

This Decision and Orders applies to Ooredoo Q.S.C, the holder of Telecommunications Network and Services Licenses in Qatar. This Decision and Orders:

1. Establishes that Ooredoo Q.S.C's (Ooredoo) advertising campaign identified below is misleading and causing confusion amongst customers;
2. Orders Ooredoo Q.S.C to stop this campaign immediately;
3. Orders Ooredoo Q.S.C to refrain from making sweeping claims or suggestions about availability, price or quality of products or services that are not fair, accurate and truthful ;
4. Orders Ooredoo Q.S.C to refrain from making statements about products and services that mislead and confuse customers.

BACKGROUND AND PROCESS:

This Decision and Orders arises from CRA investigation conducted into advertising and marketing activities of Ooredoo through CRA own initiative investigation and from a complaint filed by Vodafone about Ooredoo's "Great Prices Guaranteed" advertising campaign, in breach of the Advertising, Marketing and Branding Code ("Advertising Code").

CRA Investigation and Findings

Ooredoo's claims of "Great Network. Great Prices" and further statement "Great Prices Guaranteed" does not meet the compliance requirements of the Advertising, Marketing and Branding Code (Advertising Code) and CRA Regulatory Framework.

This campaign is clearly misleading and inaccurate for a number of reasons listed below, and is causing confusion amongst customers. See Annex "A" for Marketing and Promotional details.

Investigation:

1. On April 17, 2017, CRA noted Ooredoo's Press Statement and related advertising on the "Great Prices Guaranteed" campaign launched by Ooredoo;
2. CRA has conducted an internal investigation into the claims of "Great Network. Great Prices" and "Great Prices Guaranteed";
3. CRA investigations revealed that the campaign raised multiple causes for concern, and that the above claims were misleading and causing confusion amongst customers in Qatar;
4. CRA addressed a letter dated April 18, 2017 to Ooredoo voicing CRA concerns and requested a meeting with Ooredoo, as part of the investigation procedure. CRA also required Ooredoo to provide evidence in support of the claims made by Ooredoo in the campaign;
5. CRA met with Ooredoo on April 23, 2017 to understand this campaign and validate compliance with the Advertising Code;

6. Ooredoo presented details on the campaign at the meeting;
7. Ooredoo also responded formerly to CRA request for price point comparison and competition details in a letter dated April 24, 2017;
8. As part of the investigation process, CRA contacted Ooredoo's call center to gauge a perspective on whether Ooredoo could adequately explain this offer when dealing with customer enquiries;
9. In addition, Vodafone lodged a formal complaint with CRA about this campaign and non-compliance concerns on April 24, 2017.

CRA Findings:

1. After considering all the advertising and promotional material, as well as Vodafone's complaint lodged with CRA on April 24, 2017 and detailed responses by Ooredoo, CRA remains convinced that this advertising campaign is misleading customers.
2. In a nutshell, Ooredoo's blanket statement that Ooredoo is less expensive than the other operators in the market is unsubstantiated and the campaign is factually incorrect. Further, the campaign is so complicated that it leads to customer confusion. Accordingly, CRA finds, as per the explanations below, that Ooredoo's campaign on "Great Network. Great Prices" and further statement "Great Prices Guaranteed" to be in Breach of the overarching obligations of the Advertising Code as it contains misleading claims and suggestions about its prices.
3. First, Ooredoo has not provided any valid evidence supporting the "Great Network. Great Prices" and further statement "Great Prices Guaranteed" statements as fair, truthful and accurate.

4. Second, the “Great Price Guaranteed” offer applies only to “like for like” offerings based on “price, value and validity” as per Ooredoo’s Terms and Conditions. However, in reality, the majority of the prepaid and postpaid offers and plans in the market are unique and different. Consequently, almost all the offers on the market are excluded from the “Great Prices Guaranteed” offer by Ooredoo: by implication the “guarantee” is irrelevant to more than 90% of the price offerings in the postpaid market in Qatar. According, CRA concludes that the “Price Guaranteed” claim remains unsubstantiated, unattainable and deliberately misleading and confusing for customers.
5. Third, the offer is limited to mobile services while the statement is generic, covering both fixed and mobile.
6. Fourth, the offer excludes a long list of destinations and all business offers.
7. Fifth, the assessment of the “Best price guaranteed” is conducted by Ooredoo, through a mechanism combining price, validity and value that is not described, and allows Ooredoo to assess arbitrarily any competing offer.
8. Sixth, customers are not compensated in any sort should the offer they subscribe to not be the “Best Price”.
9. Seventh, the “Great Price Guaranteed” campaign also makes an incorrect and misleading blanket claim that Ooredoo is less expensive than other operators in Qatar. This is factually incorrect as per CRA investigations complemented by the complaint filed by Vodafone Qatar. Vodafone states in support of their complaint that there are numerous plans offered by Vodafone (such as Falla Discount, MBB plans, Red

Qatari Plan and Red 350 plans) which offer better value. CRA refers to Annex B provided by Vodafone to substantiate Vodafone complaint about Ooredoo's non-compliance with the Advertising Code and Regulatory Framework. CRA's own benchmarking of internal rates also reveals that Vodafone Qatar offers some better value and therefore Ooredoo's blanket statement of "Great Prices Guaranteed is factually incorrect and deliberately misleading customers.

10. Eighth, Vodafone offers non-telco benefits such as Valet Parking, Movie Tickets and Priority Pass which benefits supplement Vodafone price offerings and are not comparable to Ooredoo's plans. Thus, Ooredoo's offer does not take into consideration all the components of the offers available in the market and therefore mislead consumers in restricting the "best value" claim to a very small portion of offers. CRA therefore concludes that this makes it impossible for consumers to judge which service provider provides a better value on services.
11. Ninth, as pointed out to Ooredoo during the investigation meeting, the Arabic version of the "Great Price Guaranteed" claim translates more accurately to "Best Value Guaranteed" which is clearly a comparative and misleading claim based on the above unique and incomparable offers.
12. Tenth, the CRA is further concerned that the "Great Price Guaranteed" campaign is extremely complicated with many restrictive conditions and qualifications that make it difficult for the "average consumer" to comprehend and understand the claims made by Ooredoo.

13. Eleventh, Ooredoo call center staff where unaware of this offering and the terms on which this offer operated and Ooredoo was unable to justify the statement of “Best Value Guaranteed” to the satisfaction of CRA in the calls made to the Ooredoo Call Center.

Vodafone Complaint

See Annexure B

The Advertising Code Requirements on Advertising, Marketing and Branding

Clause 26.4. From a Consumer Perspective - Whether the Advertisement is in compliance with the Code shall be considered from the perspective of the Average Consumer to which it is primarily addressed and the impression that it is likely to have on such a Consumer.

Clause 30, requires all advertisements to be “fair, truthful and accurate, and should not by act or omission, directly or by implication, mislead or confuse any consumer, nor make false or misleading claims or suggestions regarding the availability, price, or quality of products or services...”.

Clause 31 requires Ooredoo to:

(a) Substantiate all claims made in the advertisement. However, CRA investigated this campaign in detail and did not find any adequate

substantiation for this claim anywhere in the advertising and promotional material, including Ooredoo's website to the satisfaction of the CRA;

(b) Clearly disclose to the consumers all Terms and Conditions and appropriate information before the point of sale. Service Providers shall enable Consumers to make informed choices before they buy, by clearly disclosing all the necessary information about an Applicable Product or Service and any terms and conditions that may apply;

(c) Not take advantage of a Consumer's lack of experience or knowledge. Advertisers are in positions of power as they have more knowledge, experience, and understanding about their own company and associated products and services than Consumers or potential Consumers. This should not permit an Advertiser to take advantage of that power or use it to exploit Consumers for their own gain. Advertisers must trade fairly, ensuring that the Consumers understand any documentation or sales advice prior to entering into a contract.

Clause 32. Provision of Information concerning Advertised Products or Services - Advertisers responding to a Consumer request arising from an Advertisement must provide the Consumer, in a simple format, with information on Applicable Products or Services that is complete, accurate, true, and up-to-date. Should a Consumer request information on products or services Advertised, this information must be provided within 10 working days of the receipt of such a request by the Advertiser. The Advertiser may accumulate a database of frequently asked questions (FAQs) as a strategy to address basic information requests from Consumers.

Clause 34: When Advertising an Applicable Product or Service an Advertiser must make available on request, in plain language:

- (a) a complete and clear description of the Applicable Product or Service Advertised; and
- (b) Instructions on how to use the Advertised Applicable Product or Service.

Clause 35: Advertisements involving Applicable Products or Services requiring the purchase of additional products or services -Where, to use an Applicable Product or Service, a Consumer must also purchase other products or services, the Advertisement for the Applicable Product or Service must state clearly this requirement. Where a full description of the additional product or service cannot be accommodated in the Advertisement, the Advertiser shall at least state that this is “subject to purchase of additional products/services”, or words which have the same effect. It shall also ensure that the details of the additional product or service and related costs are disclosed to the Consumer before entering into a contract.

Clause 37: Advertisements containing comparisons with other competitors or other Service Providers’ products or services are permissible, so long as these comply with the Code. Comparisons should not create an unfair advantage for the Advertiser nor mislead the Consumer. Such Advertisements shall also refrain from judgments and opinions about the Competitor or its products or services unless those assertions are objective and are based on facts that can be substantiated and have not been

unfairly selected. Furthermore, any comparison should be fair, accurate and address either comparable offers or comparable services.

CRA DECISION AND ORDERS

The CRA concludes that Ooredoo's current claims in the marketplace related to "Great Network. Great Prices and further statement "Great Prices Guaranteed" is misleading customers, causing confusion in the marketplace and in breach of the Advertising Code and the Regulatory Framework. Therefore, the CRA now issues this Decision and Orders for immediate action as set out below.

LEGAL BASIS FOR THE DECISION AND ORDERS

CRA's authority to deal with the complaints relies on the Provisions stated below.

The Emiri Decree 42 of 2014 establishing the CRA

Article 4 mandates the CRA to (3) promote competition, (4) protect the interest of the public, promote transparency, and (14) monitor compliance.

Article 16 mandates the CRA to (1) set and implement regulations relating to the protection of consumers' rights, (3) monitor terms and conditions of

services, (5) set regulations regarding advertising, and ensure compliance with them.

The Telecommunications Law

Chapter 2, Article 4(2) of the Telecommunications Law empowers CRA to monitor the compliance of Licensees with the terms of their Licenses.

Article 4(8) empowers CRA to take necessary action to safeguard the interests of customers.

Article 4(11) permits CRA to ensure that the provision of the law and its Executive By-Laws, regulations and decisions issued pursuant to such provisions are complied with by the Service providers.

Article 49 empowers the CRA to implement the Consumer Protection Policy and related provisions to prevent abusive and misleading commercial practices.

Article 50 of the Telecommunications Law, allows CRA to set and monitor compliance with rules on the terms of provision of services, their approval, publication and advertising.

Article 51 requires service providers to deal fairly with consumers including providing accurate tariff information and other terms and conditions for a

service before consumer subscribes to the service or before consumer incurs any commercial obligation to the service provider.

The Executive By-Law to the Telecommunications Law

Article 6 – CRA may issue Orders for implementing service provider compliance or to remedy breaches.

Article 90 – (Extends the Advertising Code) prohibits service providers from making any false or misleading claims or suggestions regarding the availability, price or quality of telecommunications services. A claim or suggestion is false or misleading if the service provider knew or ought to have known at the time it was made that it was false or misleading or that it was likely to deceive or mislead the person to who it was made.

The Advertising, Marketing and Branding Code

Clauses 26.4; 30; 31; 32; 34; 35; and 37 as detailed above.

The Service Providers Licenses

Ooredoo and Vodafone respective licenses to provide services to the public mandates each Service Provider and are part of the regulatory framework to which both Service Providers shall comply, and each Service Provider shall comply with the CRA Regulations, Decisions and Orders.

The CRA also has the power in terms of Article 4 of the Emiri Decree, and 5 of the Telecommunications Law to issue regulations, decisions, orders, rules and notices. These provisions have been formulated to provide the CRA with the mechanisms required to implement the actions and decisions required for effective regulation in the sector.

It is under the legal provisions stipulated above, derived from the Telecommunications Law, the Emiri Decree and the License provisions, that the CRA issues this Decision and Orders as set out in more specific detail below.

DECISION AND ORDERS:

The CRA hereby instructs, with immediate effect, Ooredoo to:

1. Remove all advertising, marketing, branding and promotional material related to the “Best Price Guaranteed” Campaign from the various media channels (billboards, newspapers, social media, media, web adverts etc.) within a period of five (5) calendar days from the date of these Orders;
2. Refrain from making claims or suggestions about availability, price or quality of products or services that are not fair, accurate and truthful;
3. Refrain from making statements that mislead and confuse customers.
4. To ensure strict compliance with the CRA Regulatory Framework when making claims or suggestions about availability, price or quality of

products or services with specific reference to the requirements set out in detail in the Advertising Code;

5. To notify CRA of compliance with this Decision and Orders by no later than COB on **May 13, 2017**.

COMPLIANCE WITH THIS DECISION AND ORDERS:

Failure to comply with this Decision and Orders shall constitute a violation of the legal framework.

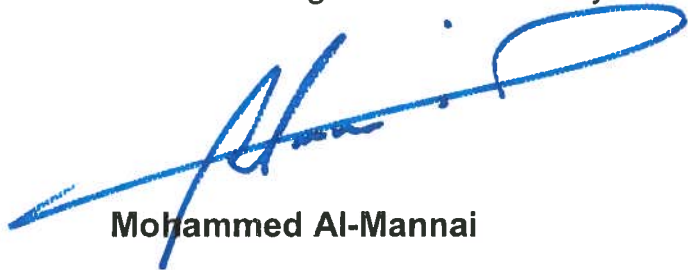
Where there is a violation and subsequent non-compliance this shall lead the CRA to referring this matter to the Public Prosecutor as stipulated under Article 67 and 70 of the Telecommunications Law to initiate criminal proceedings, including imposing a fine of (QR 1,000,000) One Million Qatari Riyals per day during which a violation takes place, or continues to occur.

In addition to the penalties above, in the event that either Service Provider fails to comply with this Decision and Orders, the non-compliant Service Provider may be subject to the penalties and sanctions permissible under the complete Regulatory Framework outlined in their respective licenses under Clause 17.

The CRA further reserves its rights to publish any Notice of Non-Compliance issued pursuant to this Decision and Orders, on its web site under the provisions of Article 6 of the Telecommunications Law.

Issued by the President of the Communications Regulatory Authority

Dated and signed on this 9th day of May 2017.



Mohammed Al-Mannai

President of the Communications Regulatory Authority

[Qatar](#)

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Ooredoo has announced the launch of the new 'Great Prices Guaranteed' campaign for its consumer customers. The campaign, which will be visible across Qatar from today, "is a promise to its consumer customers" that Ooredoo will provide a matching or lower price for services compared to other operators in Qatar. 'Great Prices Guaranteed' will include local, international, and roaming mobile services from April 2017 and the company has announced it will match any new service rates after April 2017 within 30 days.

Ooredoo Qatar CEO Waleed al-Sayed said: "Our last campaign demonstrated our ongoing investment in the Supernet and highlighted the achievement that we were voted the best network in Qatar by our customers for six years. Now, however, we want to focus on our amazing service prices which are not only competitive with other operators in the country, but will often beat them." To make sure that the company truly earns the 'Great Prices Guaranteed' stamp on its new advertisements, Ooredoo is inviting its customers to highlight any consumer mobile service where the company's prices are more than their competitors via guarantee@ooredoo.qa.


The first customer to find a valid price difference before April 30 will earn 10,000 Nojoom points. Price comparisons will be applied on 'like for like' services from official telecommunication operators in Qatar only (published on official tariff document) and will be judged on a combination of price, validity and value. Terms and conditions are available at <https://ooredoo.qa/guarantee>. Ooredoo offers a full portfolio of services for consumer mobile customers in Qatar including daily, weekly, and monthly communications bundles, international calling options starting from just QR5 with the new Dawli QR5 International Calling Card, and much more.

Facebook

شبكة رائعة.
أسعار مذهلة.
Great Network.
Great Prices.

أفضل قيمة
GREAT PRICES
GUARANTEED

Terms and Conditions apply

 Ooredoo Qatar added 2 new photos
April 16 at 6:00pm

ما رأيكم بمشاركتنا هذا التحدي لاختبار حملتنا الجديدة "ضمان أفضل قيمة؟" وسيحصل أول من يجد فرقاً صحيحاً في السعر أو سعراً أعلى لأحدى خدمات الجوال التي نقدمها تركبنا للمفراد، مقارنة بخدمة متساوية تقدمها الشركات المنافسة على 10,000 نقطة نجوم قبل 30 أبريل guarantee@ooredoo.qa وستحتسب فقط المشاركات الصحيحة التي يتم إرسالها إلى 2017. وتذكروا بأن المقارنة ستكون بين الأسعار المنشورة للجمهور حديثاً، وذلك فيما يتعلق فقط بخدمات الجوال المماثلة والمخصصة للأفراد والتي توفرها الشركات المشغلة لخدمات الاتصالات في قطر. المزيد في <https://ooredoo.qa/guarantee>

We're diving straight in and challenging you to put our 'Great Prices Guaranteed' to the test!


The first person to find a valid higher price difference on our consumer mobile services will win 10,000 Nojoom Points. Only findings sent to guarantee@ooredoo.qa before 30/04/2017 will be entered.

Remember! Consumer mobile services must be the same for us to compare. Details at <https://ooredoo.qa/guarantee>

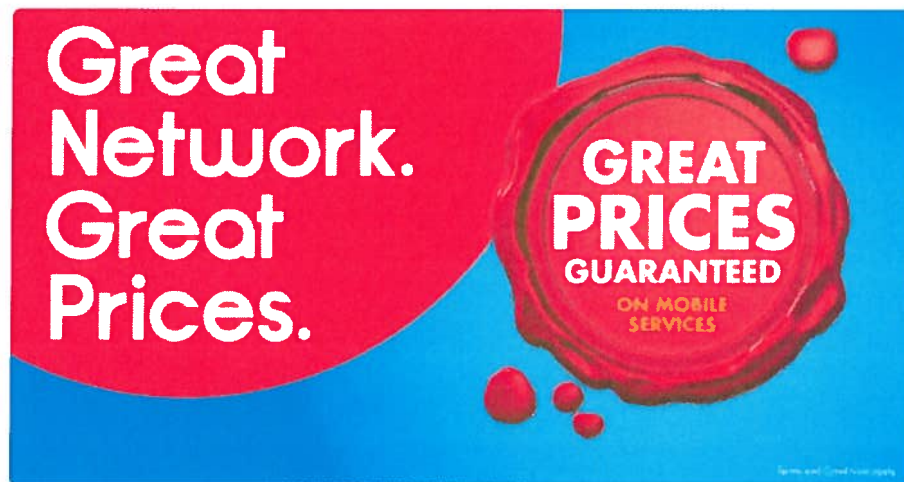
#Ooredoo



Twitter:

 **Ooredoo Qatar** @OoredooQatar · Apr 16
You'd think with an award-winning network, our prices would be more expensive than other operator's in Qatar right? ...Wrong.

#Ooredoo



5 3 16

 **Ooredoo Qatar** @OoredooQatar · Apr 16
Replying to @OoredooQatar
Not only do we match or have lower prices than other services, but our 'Great Prices Guaranteed' will prove it to you!

#Ooredoo

2 3 4



Ooredoo Qatar @OoredooQatar · Apr 16

Replying to @OoredooQatar

ما رأيكم بمتشاركنا هذا التحدي لاختيار حملتنا الجديدة "ضمان أفضل قيمة"؟ 🤔

Translate from Arabic



Ooredoo Qatar @OoredooQatar · Apr 16

You'd think with an award-winning network, our prices would be more expensive than other operator's in Qatar right? ...Wrong.

#Ooredoo



5 3 16

Ooredoo Qatar @OoredooQatar **Following**

Not only do we match or have lower prices than other services, but our 'Great Prices Guaranteed' will prove it to you!

#Ooredoo



Ooredoo Qatar @OoredooQatar · Apr 16

مع خدماتنا المميزة لعملائنا عبر شبكةنا الخلوية على الجوال، قد تحررنا أسعار خدماتنا أعلى من شركات الاتصالات الأخرى في قطر!

#Ooredoo

Translate from Arabic



Annexure B

Vodafone Complaint



Annex A

Ooredoo's Claims	Vodafone Qatar's Comment
<p>Check Out Our 'Great Prices Guaranteed'</p> <p>With the <u>only 4.5G Pro speeds in Qatar and an amazing network experience</u>, you'd think we'd be <u>more expensive than other operators</u> in the country right? Well, <u>we're not</u>.</p>	<p>The claim made by Ooredoo that Vodafone Qatar is more expensive is factually incorrect (see below and Annex D). This is factually incorrect as Vodafone Qatar has numerous plans such as Falla Discount, MBB plans, Red Qatari Plan and Red 350 plans which offer better value than Ooredoo.</p> <p>What does "amazing network experience" mean? Did the CRA pre-approve the use of "Amazing Network Experience"?</p> <p>As per the CRA's Orders dated 5 August 2015 and 11 April 2017 no network related campaigns should be undertaken without CRA's prior approval.</p> <p>Can Ooredoo confirm that it has 4.50 Pro speeds in the whole of Qatar? According to the Press release dated 8 March 2017¹, Ooredoo's supplier Nokia stated that 4.5G is being offered only in four areas in Qatar namely West Bay, Corniche, Katara and Pearl only.</p>
<p>Not <u>only do we match or have lower prices other services in Qatar, but we're launching a 'Great Prices Guaranteed' campaign to prove it to you!</u></p> <p>This is our new promise to you that we will provide a matching or lower price for our consumer mobile services compared to other operators in Qatar*.</p>	<p>It is absolutely untrue and misleading that Ooredoo matches price of other services currently offered by Vodafone Qatar for example –</p> <ul style="list-style-type: none"> (i) Shahry 250 and Sharhy 150 +International Key costs more and offers lesser value than Connect 150 + unlimited local. (ii) Shahry 450 is priced higher and offers lesser value than Red 350 with Red Key. <p>See further examples in Annex D.</p> <p>It is also incorrect and misleading to say that Ooredoo can match or offer lower prices as Vodafone Qatar offers various unique products based on customer usage which have no comparable product offered by Ooredoo. Therefore customer can never be guaranteed the same or lower price on services such as:</p> <ul style="list-style-type: none"> (i) 2 hour Data (ii) Smart Data Rate (iii) Falla Postpaid and Prepaid (iv) Local 10 Dhs products and (iv) Connect Postpaid Plans

¹ https://www.nokia.com/en_int/news/releases/2017/03/08/nokia-and-ooredoo-qatar-deploy-airscale-powered-45g-pro-technology-to-boost-network-performance



	<p>Based on the above, Ooredoo is guarantying something it cannot in fact do. As Guarantee is a legally binding promise and guarantying something to the public at large that cannot be fulfilled, Ooredoo's campaign is clearly <u>misleading</u>.</p>
<p><u>'Price comparisons will be applied on similar products</u> from official telecommunication operators in Qatar only and will be judged on <u>price, validity and value</u>.</p>	<p>The Code states that comparisons should <u>not create an unfair advantage for the Advertiser nor mislead the Consumer</u>. Such Advertisements shall also refrain from judgments and opinions about the Competitor or its products or services unless <u>those assertions are objective and are based on facts that can be substantiated and have not been unfairly selected</u>.</p> <p>Furthermore, <u>any comparison should be fair and accurate</u></p> <p>For the reasons we have explained above Ooredoo does not meet this standard and it is wholly unclear how Ooredoo will weight up the different elements of an offer to perform a price comparison.</p>
<p>Our 'Great Prices Guaranteed' will include <u>local, international and roaming mobile services for the consumer segment from April 2017 and if you find better service rates after April 2017 we will match it within 30 days!</u> Yep, you read that right – we'll match any price that's better than ours.</p>	<p>It is unclear how Ooredoo intends to match any local, international and roaming mobile services within 30 days for customers. Will they match only the difference found by the customer or would they apply it across their entire customer base?</p>
<p>If you find a price that you think is lower than ours, send your findings to guarantee@ooredoo.qa</p>	<p>On 18 April 2017, Vodafone Qatar sent a number of its agents to some of Ooredoo's stores to enquire about this campaign. However, Ooredoo's staff at their flagship stores were clearly unaware of this Great Prices Guaranteed Campaign. The Ooredoo Landmark Store took the customer's phone to the Store Manager after the customer showed him the Ooredoo website describing the Price Guarantee Offer. After which they took some screenshots and raised a trouble ticket to their back office, saying they will be get in touch with in 24-48 hours. While the agent in the City Centre asked us to call the call centre as they would have more information, saying "If they wanted us (in the store) to know, they would have informed us."</p> <p>This is in breach of the Advertising Code that requires Advertisers responding to a Consumer request arising from an Advertisement to provide to the Consumer, in a simple format all the information on Applicable</p>



	Products or Services that is complete, accurate, true, and up-to-date.
<p>Terms and Conditions: "Great Prices Guaranteed" applies to consumer mobile local, international and roaming tariffs offered in April 2017 by official telecommunication companies in Qatar only and must be a "like for like" service.</p> <p>Ooredoo will compare its services against the published rates for matching consumer mobile services currently offered by other licensed operators in Qatar. Comparisons will be judged on a combination of price, validity and value.</p> <p>The company will also match or beat any newly published (permanent or promotional) rates that are lower than Ooredoo's after April 2017 within 30 days of publication on the telecoms network tariff document. The above-mentioned "Great Prices Guaranteed" excludes the high cost international destinations listed below:</p> <ul style="list-style-type: none">• Ascension Island• Congo• Congo/Zaire• Dominica• Falkland Islands Malvinas• Grenada• Montserrat• Niue• Norfolk Island• Northern Mariana Islands• Reunion• Saint Helena• Saint Kitts And Nevis• Saint Lucia• Saint Vincent And The Grenadines• Sao Tome And Principe• Tokelau• Turks and Caicos Islands• Tuvalu• Wallis And Futuna <p>For more info or for any queries, contact us on Guarantee@ooredoo.qa</p>	<p>The <u>T&Cs are overly complex and as a consequence difficult for customers to understand and to meet</u></p> <p>Further, the severely restrictive conditions and various exclusions are not even mentioned in the Advertisements such as -</p> <ul style="list-style-type: none">• only for mobile services• only applies to consumer excluding Business customers;• only applies for like to like services where price, validity and value will be considered;• 20 international destinations are excluded.• price comparison is only for services offered in April 2017;• Ooredoo requires 30 days to match the offer if accepted;• Customers have to send email to guarantee@ooredoo.qa only and cannot visit the store as the stores are clueless about this offer;• The customer cannot claim prices unless they are the published rates so all bespoke or CVM offers are excluded;• The first person to find a lower price in the market will be awarded 10,000 Nojoom Points therefore has to be Ooredoo customer or port out to Ooredoo to get this award; and• That this contest is valid until 30 April 2017 only.