



# Airtel to sponsor Africa Movies Academy Awards

Airtel Nigeria been unveiled as the official sponsor of the African Movies Academy Awards (AMAA), scheduled to take place on 22 April 2012 at the Expo Hall of Eko Hotel and Suites, Lagos.



The mobile operator was unveiled on 11 April 2012 in Lagos to the media at a press conference to announce the partnership and provide updates on the pan African academy awards.

Speaking at the event, CEO and managing director of Airtel Nigeria, Rajan Swaroop said the partnership with AMAA provides the company a good platform to celebrate and reward the African film and movie industry in addition to giving it a perfect opportunity to contribute Airtel's quota to the development of African film and cinema industry.

He added that the coming together of Airtel and AMAA is significant in many ways, "Just as AMAA has over the years brought smile to the faces of the key players in the movie and cinema industry and their fans, Airtel continue to empower people across Nigeria and indeed the continent to communicate and sustain their business and familial ties through borderless mobile telecoms services and other innovative, relevant and affordable offerings", Swaroop said.

Explaining the choice of Airtel as official sponsor, Peace Anyiam-Osigwe, CEO of AMAA noted that the mobile company had proven to be a true African brand with her operations covering 17 countries.

"Our partnership with Airtel is a brand alignment that actually works for us. AMAA is an African award that seeks to celebrate the achievements of Africans in the film industry. We must celebrate our own. The best thing that can happen to the players in the industry is to be recognised. Airtel connects Africa with her wide spread presence just like we do, and this is a key passion point for Africans," she said.

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