



SIMBA and Huawei Launch Singapore's First WiFi 7 ONR at \$29.99

Description

Singapore's broadband market has a new talking point. SIMBA has teamed up with Huawei to launch what it calls the island's first WiFi 7 router built directly into a 10Gbps Optical Network Router (ONR), bundling the lot into a whole-home mesh plan priced at just \$29.99 every 30 days.



SIMBA's WiFi 7 ONR combines 10Gbps fibre and WiFi 7 in a single gateway. Image: SIMBA

A Singapore-first all-in-one gateway

Most ONRs supplied in Singapore homes today still top out at WiFi 6, which leaves households buying a separate router if they want the latest wireless performance. SIMBA says its new device removes that trade-off by folding Huawei's WiFi 7 technology into a 10Gbps ONR, delivering higher bandwidth, lower latency and room for more connected devices without any extra hardware.

Coverage, not just speed

Fast fibre means little if the signal cannot reach the back bedroom. To tackle the dead spots caused by walls, layouts and distance, the plan comes with two Huawei WiFi 7 mesh routers as standard. As a launch sweetener, SIMBA is throwing in a third router at no extra cost for wider coverage across larger or more complex homes, with its own specialists handling installation, configuration and testing.

The image is a promotional graphic for SIMBA's 10 Gbps broadband launch. It features a purple background with a yellow banner at the top that reads "LAUNCH DEAL! FREE Premium Huawei". Below this, the text "10 Gbps BROADBAND" is prominently displayed in white. A watermark "default watermark" is visible across the center. In the foreground, three white Huawei routers are shown: a central larger unit and two smaller mesh routers on either side. The central unit has "SIMBA" written on it. Below the routers, a yellow banner states "LAUNCH DEAL freebies worth \$1500". To the right of the routers, the text "Huawei WiFi 7", "Huawei OptiXstar WiFi 7 mesh router", "Home Phone Line", and "Installation" is listed vertically.

The launch bundle is valued at over \$1,500. Image: SIMBA

What is in the bundle

SIMBA's two-year plan bundles full-speed 10Gbps home broadband, one Huawei WiFi 7 router built into the 10G ONR (valued at \$699), one Huawei OptiXstar WiFi 7 mesh router (\$299), and a free home phone line with installation and activation (\$251). The launch special adds a second OptiXstar router worth \$299. All told, SIMBA values the package at more than \$1,500, offered at \$29.99 per 30 days

across the full contract with, it says, no teaser rates or later price hikes.

“As a challenger brand, we aim to offer practical innovations that enhance the overall experience while maintaining thoughtful pricing,” said Richard Tan, CEO of SIMBA.



SIMBA serves over 1.4 million subscribers in Singapore. Image: SIMBA

Catch it at COMEX 2026

The bundle anchors SIMBA’s COMEX 2026 push, running from 3 to 6 September online and in person at Suntec Convention Centre (Level 4), Jurong Point (B1 pushcart) and COURTS stores, with staff on hand to check coverage for specific homes and sign customers up on the spot. Mobile shoppers are not left out either: new sign-ups at selected roadshows get a free \$16 recharge pack with wallet credits, 500GB of roaming data across China, Japan and South Korea, and 360 days of validity. Full details are at simba.sg/COMEX2026.

If you are weighing up your next gadget purchase at the show, our roundup of the [Xiaomi Redmi Note 17 Pro Max deal](#) is worth a look, and for more on how connectivity is reshaping daily life in Singapore see our piece on the [Grab AI Call-A-Ride pilot](#).

Date Created

05/09/2026

Author

vanessakoh