

Safaricom eyes growth of SMS

By Carole Kimutai: @CaroleKimutai

18 Oct 2012

As the battle in Kenya's telecom industry continues to get fierce, mobile operator Safaricom has launched a short messaging service (SMS) promotion aimed at boosting its revenue ahead of a government proposal to increase tax on the mobile money transfer services.



The promotion called 'Bonyeza Ushinde na Safaricom' is a 60-day promotion that will award a lucky winner KSh 10 million. Four customers have the chance to win KSh 2 million each in a fortnightly draw.

"Through award schemes such as this one, we are able to express our gratitude to our valued customers whose loyalty continues to inspire our success," says Bob Collymore, Safaricom CEO.

According to statistics from the Communications Commission of Kenya for April-June 2012, the number of SMSs sent annually grew from 2.6 billion in the 2010/11 financial year to 4.2 billion sent during the 2011/12 financial year - representing a 62.8%. In the 2011/2012 financial year, the SMS business contributed KSh7.8 billion (3%) of Safaricom's revenues of Sh107 billion.

Over the years, the SMS mobile service has continued to grow steadily. A comparison of the 2010/11 and 2011/12 financial years show a growth of 60.4%.

The Safaricom promotion is open to both PrePay and PostPay subscribers and runs between 16 October and 14 December 2012.

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