

Rwandans can now buy fuel using MTN Mobile Money

Engen customers in Rwanda can now purchase fuel, lubricants and other goods using MTN Mobile Money. With this launch, MTN Mobile Money customers will be able to make transactions at all 10 Engen service stations in Kigali, with an expected rollout to up-country service stations by early 2017.



Image by 123RF

Speaking at the launch of the partnership held at the Engen Kicukiro Station, managing director of Engen Rwanda, Sarah Doukoure said the offering was all about delivering the best forecourt experience for customers. “This partnership between MTN and Engen is an important step in achieving a complete cashless environment at our petrol stations, whilst increasing convenience and safety for our customers.”

MTN has embarked on a series of innovative Mobile Money products and services geared towards transforming Rwanda into a cashless society, while giving value to its customers.

Drikus Kotze, general manager of Engen’s International Business Division says: “We are proud and excited to partner with MTN and be a part of this innovative payment solution.”

Engen commenced operations in Rwanda in November 2008 acquiring the assets of TOTAL and thus becoming a leading producer and marketer of a wide range of fuels, lubricants and oil-based products in the country. It is currently running 21 service stations in Rwanda and operates across a further 17 countries in sub-Saharan Africa and the Indian Ocean

Islands.

MTN's general manager of Human Resources and Corporate Affairs, Mary Asiimwe said the offering was part of MTN's brand promise to continue to bring innovations into the Rwandan market. "We believe that this partnership with Engen will increase efficiency and add value to our customers' lives through the ease, and convenience of MTN Mobile Money."

Since the introduction of Mobile Money in 2010, the increased uptake of the service has demonstrated the high demand for easy-to-use, safe, and affordable payment options. By 1 December 2016, MTN had recorded over 1 million active Mobile Money subscribers.

MTN Mobile Money payments are becoming popular in Rwanda with customers now being able to access various services on the platform such as buying electricity, paying water bills, paying school fees, making TV payments, pulling and pushing money instantly from bank accounts, buying airtime and sending money. This reliable, convenient and safe payment method is expected to drive a higher penetration of cashless transactions greatly contributing to the economic transformation of Rwanda.

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