

TNM Malawi brings home the First-Ever InstaVoice Services in Partnership with Kirusa

 kirusa.com/media-news/press-release/2017/20170110

- *Never miss a call with the popular InstaVoice app*
- *Malawians can follow their favorite celebrities as well as the latest news on Soccer*
- *Dan Lu, Alphasky and Lomwe amongst the top celebrities on InstaVoice platform*

Blantyre, Malawi, and New Providence, NJ, Tuesday, 10th January 2017: Malawi's pioneer mobile network company (TNM Telekom Networks Malawi) has launched the InstaVoice, Celeb and Sports services, in collaboration with Kirusa, a global leader in telecom and social media solutions.

Following the introduction of these services, TNM subscribers can manage their missed calls, voicemail and voice messages over the InstaVoice app. The app, with its intuitive and unique chat-like interface, allows the user to respond to missed calls and voicemails, through text as well as rich media. InstaVoice has features such as unlimited voicemails, content delivery over email, option to link multiple numbers and message withdrawal.

Speaking on the launch, TNM Chief Officer - Consumer Services, Daniel Makata, said, "The new addition will offer flexible communication features to TNM subscribers. As the company continues providing innovative products and services to its clients, this is another first from TNM which will enable customers to send and receive InstaVoice messages seamlessly in Malawi and across the world."

InstaVoice Celeb is a unique service that brings celebrities and their fans together. Using the voice blogging feature, celebrities express their emotions and share their joyous and challenging moments on a regular basis; the voice messages are delivered instantly to the fans, creating a "Voice Twitter" like experience.

Some of the famous celebrities on TNM's InstaVoice Celeb are - Dan Lu, whose music career spans over 11 yrs, with a fan base estimated at 3.8m in Malawi alone; Alpha Sky aka Alpha Dude, a young internet personality and talented spoken word artist; and Big Brother Amplified's finalist, Lomwe, who started his entertainment career in 2005 at Malawi's biggest radio station FM 101 Power as a DJ, and became one of the most recognized DJs in the country.

Makata added, "TNM is nurturing Malawians' urge to remain continually updated in the fields of sports and entertainment, through smart content partnerships. Kirusa platforms have helped us connect with local celebrities and further enabled celebs to keep in touch with their Malawian fan base."

Surinder S. Anand, Vice President of product management, Kirusa says, "This partnership is the result of Kirusa's pursuit of excellence, and consistency to ensure quality in products, services, and support. Kirusa and TNM will be marketing a cobranded InstaVoice app to users in Malawi.

About TNM Malawi

Telekom Networks Malawi (TNM) Company number 4029 was the pioneer mobile network in Malawi. Listed on the Malawi Stock Exchange, it was established in 1995 as a joint venture between Telekom Malaysia, and the then government owned Malawi Telecommunications Limited (MTL), In April 2007 Telekom Malaysia sold its 60% majority stake in TNM. TNM is now wholly Malawian owned.

About Kirusa

Kirusa is the leader in voice messaging and social media mobile apps that enable mobile subscribers to “Have a Voice!” and share their stories with their family and friends across the globe. Kirusa’s solutions include InstaVoice®, InstaVoice Celeb™ and InstaVoice Sports™ apps, which are offered in partnership with more than thirty-five mobile carriers in Africa, India, LatAm, and the Middle East, as well as via the app stores, and are used monthly by over 80 million mobile users on four continents. Kirusa solutions are built on its patented technology, and its highly reliable and scalable multimodal and cloud platforms, which process over one billion events a month. Kirusa has been recognized as one of top 20 most promising technology companies by Silicon India, and one of top 25 emerging technology companies by Smart Techie magazine. Headquartered in New Jersey and led by an experienced team of wireless telecom executives and technologists, Kirusa has offices in four continents. InstaVoice is a registered trademark of Kirusa, Inc. InstaVoice Celeb and InstaVoice Sports are trademarks of Kirusa, Inc. For more information, visit: www.kirusa.com

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