

# Kirusa Launches InstaVoice® Channels with Tigo in Rwanda

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- *Rwandans to have direct access to their favorite celebrities on InstaVoice Celeb*
- *Regular updates from popular celebs like Arthur Nkusi, Lil G etc.*
- *Access to premier feeds from clubs in EPL, UEFA and La Liga on InstaVoice Sports*

**Kigali, Rwanda, and New Providence, NJ, Monday, May 15, 2017:** Kirusa, a global leader in providing telecom and social media solutions, today announced the launch of Celeb and Sports content services on InstaVoice® Channels platform, with Tigo Rwanda, a leading mobile network in the country.

The Celeb content service, which is offered as a part of InstaVoice Channels, brings celebrities and their fans together. Using the voice blogging feature, celebrities express their emotions and share their joyous and challenging moments daily; the voice messages are delivered instantly to the fans, creating a “Voice Twitter” like experience.

With the launch of this content service, Tigo subscribers can receive voice updates from popular Rwandan artists like Comedian Arthur Nkusi, and Prominent Rapper Lil G etc.

Sharing his enthusiasm, Arthur Nkusi said, “I am delighted to be a part of this ‘Voice-Twitter’ community, which is an empowering medium for artistes seeking extensive outreach to their fans. I genuinely look forward to turning on the humor on this all-embracing forum.”

The Sports content service is another component of the unique InstaVoice Channels platform that provides daily soccer updates, such as team news, pre and post-match analysis, quotes from team players and managers. Users can follow all English Premiere League Clubs, along with UEFA and La Liga. Tigo subscribers can get alerts on football news, players, matches, goals, penalties and much more.

“We are eagerly anticipating our subscribers’ response to this interactive platform. It truly meets our commitment, which is to deliver entertaining content to our customers. I am sure our subscribers will appreciate the versatility of InstaVoice channels and enjoy the continual flow of celebrity and sports updates.” Yaw Ankoma Agyapong, CCO of Tigo Rwanda.

On a similar note, Founder and CEO of Kirusa, Dr. Inderpal Singh Mumick said, “Our partnership with Tigo brings celebrity and sports updates to Tigo subscribers in Rwanda. We are hopeful that the InstaVoice Celeb and Sports services will be well-received in a nation which is ardently passionate about entertainment and sports.”

## About Tigo Rwanda

Tigo Rwanda is owned by Millicom, a leading telecommunications and media company uniquely dedicated to emerging markets in Latin America and Africa. It provides mobile, mobile financial, cable and satellite services to over 60 million customers in fourteen countries, primarily under the Tigo brand. Tigo has been operating in Africa since 1993, in Rwanda since 2009, and serves over 26 million customers in Africa.

### **About Kirusa**

Kirusa is a global leader in providing telecom & social media solutions that enable customers to have a voice and connect seamlessly. Kirusa's solutions include InstaVoice, a unique voicemail and missed call management service, which supports diverse modes of messaging to ensure you never miss a call; InstaVoice® Channels™ that offer subscribers myriad content based services viz. celebrity and sports news, live updates, educational content, etc. The company also offers InstaVoice Ring™, myGenie™, Kirusa Konnect™ and a host of mobile marketing solutions, which are provided in partnership with over 50 mobile carriers in Africa, India, LatAm, and other emerging markets, as well as via the app stores for iOS, Android & Windows. Kirusa solutions are built on its patented technology and its highly reliable, scalable multimodal & cloud platforms, which manage over 2.5 billion calls and 100 million active mobile users across the globe, every month. 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 US registered trademark of Kirusa, Inc. For more information, visit: [www.kirusa.com](http://www.kirusa.com)

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