

Smart Tanzania and Kirusa Partner to Launch the Exceptional InstaVoice® Messaging Service in Tanzania

 kirusa.com/media-news/press-release/2017/20170606

- *Manage your Missed calls, Voice SMS and Voicemail service on the best messaging forum*
- *Get Missed call alerts even when your phone is switched off*

Dar es Salaam, Tanzania, and New Providence, NJ, Jun 06, 2017: Smart, the leading mobile communication company in East Africa, and Kirusa, a global leader in providing telecom and social media solutions, have partnered to launch the unique InstaVoice service in Tanzania.

With the deployment of the InstaVoice service, Smart subscribers can now send and receive voicemails and voice messages seamlessly as well as receive missed call notifications anytime they miss a call, including when their mobile is switched off. Smartphone users can do this via the InstaVoice app. Its intuitive and unique chat-like interface allows users to manage and respond to missed calls and voicemails through text as well as rich media, while enjoying other features like unlimited voicemail inbox, personalized voicemail greetings, voicemail delivery over email, option to link multiple numbers and ability to withdraw an already sent voicemail/message.

Meanwhile, Feature phone users and non-app users can still enjoy the service as they will be alerted via SMS of new voicemails or voice messages. They can simply follow the short instruction in the SMS to retrieve the messages and can dial 'star' followed by the recipient's number to record and send a voice message.

The InstaVoice Service has been designed to facilitate seamless communication across networks and countries. Over 50 mobile operators across the globe have partnered with Kirusa to provide an integrated InstaVoice experience to over 100 million monthly active users.

Speaking at the occasion, Abdellatif Bouziani, Group CEO, Smart said, "InstaVoice is a highly innovative forum that has recaptured the idea of voice messaging for our customers and in the long run adds to call completion in scenarios when the person one is trying to reach is unreachable, has their phone switched off, or is busy. We strive to provide innovative, value-for-money solutions to our customers and fulfill their need to communicate seamlessly."

Tanzania tele density has reached 79% in 2015, for which mobile voice subscriptions account for the greatest part. In the past five years, mobile subscriptions rose by 89%, from 21m in 2010 to almost 40m in 2015.

Inderpal Singh Mumick, Founder and CEO of Kirusa said, “InstaVoice is a highly acclaimed service across Africa, and we hope to receive an enthusiastic response in Tanzania. The integrated features are sure to deliver an enhanced, and smooth messaging experience.”

InstaVoice is also available as the first-ever voicemail skill on Amazon’s Alexa platform. Users can configure their InstaVoice account to avail a seamless access to voicemails over Alexa Platform.

About Smart Telecom (Smart to approve)

SMART Tanzania, rebranded from Benson Informatics Limited in early 2014, provides a range of innovative products to suit your lifestyle, and outstanding value-for-money packages to suit your wallet. It’s not just about our products and packages that you’ll see a difference. It’s in the way we do things. That’s because SMART’s parent company is Industrial Promotion Services (IPS) Kenya, which in turn is part of the Aga Khan Fund for Economic Development (AKFED). AKFED has been funding social enterprises across East Africa for decades – making long-term investments with the aim of building economically sound businesses that create employment and improve lives.

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® Channels that offers contents celebrity and sports news, live updates, educational content, etc. that subscribers can choose from. The company also offers InstaVoice Ring™, myGenie™ & a host of mobile marketing solutions, which are provided in partnership with over 40 mobile carriers in Africa, India, LatAm, and the Middle East, 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/messages a month. Kirusa solutions are being used by over 100 Million mobile users in four continents every 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. The InstaVoice app won first prize at NJTC Mobile Apps Forum. Informa selected InstaVoice as a finalist for the Best App in Africa. 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

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