

MTN And Kirusa Partner To Launch InstaVoice® Service In Swaziland

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- *Partnership to offer first of its kind service in Swaziland.*
- *Subscribers to enjoy free Unlimited Voice messages & other Call Completion Services.*

Mbabane, Swaziland, and New Providence, NJ, USA, November 17, 2017: MTN Swaziland, a prime telecom operator and Kirusa, a global leader in communication solutions over data networks for consumers and enterprises, have partnered to launch the unique InstaVoice service in Swaziland.

With the deployment of the InstaVoice service, MTN subscribers in Swaziland will now receive missed call and voicemails notifications anytime they miss a call such as when their mobile phones are out of coverage or switched off. This service is the first of its kind in Swaziland.

Using the InstaVoice app, missed calls and voicemails are delivered over data. MTN smartphones users can receive, listen, manage, and respond to their missed calls and voicemails via text, voice, & pictures all in a unique chat-like user interface. The benefits of the service are increasingly maximized as MTN subscribers will enjoy additional features like unlimited voice messages, personalized greetings, the option to link multiple numbers, including international numbers, to a single account, the ability to retract an already sent voice message, and the option to receive missed calls and voice messages in an email.

Meanwhile, feature phone users will receive missed calls and voicemail notifications via SMS. They can simply follow the instruction within the SMS to retrieve these. Users can dial 'star', followed by the recipient's number to record and send a voice message.

Speaking on the launch, Sam Shongwe, Chief Commercial Officer at MTN Swaziland said, "What we're building together with Kirusa is a unique experience for our customers. We are ecstatic to partner with Kirusa and offer such an incredible service to our subscribers."

Prior to the launch of the InstaVoice service, subscribers were faced with missing invaluable opportunities inherent in missed calls from business partners, family and friends. The launch of this service eliminates these losses.

Also commenting on the launch, Dr. Inderpal Singh Mumick, Founder and CEO of Kirusa, stated: "Offered in partnership with dozens of mobile operators, InstaVoice uses the power of cloud to provide seamless communication across networks and countries. Today, our call completion service is used by over 100 Million unique users every month. We are excited to bring the InstaVoice service to the Kingdom of Eswatini via our partnership with MTN."

Exponential increase of mobile phone penetration in Swaziland has been a growth driver for multiple businesses. With telecom operators jostling for increasing market share, value of call completion services such as this cannot be over emphasized.

About MTN Swaziland

MTN Swaziland Ltd is the leading mobile telecommunications operator in Swaziland. The company started in 1998 and currently has over 900 000 subscribers in a country with just 1.1 million people. The company's offering includes call, messaging and internet based products and services. Since its inception in 1998, MTN Swaziland has developed to become one of Swaziland's most successful and prominent businesses. The geographical network coverage was last measured at 96% and population coverage is at 98%. The network is currently only available on 2G, 3G and 4G. MTN Swaziland LTD is a subsidiary of the MTN Group, Africa's leading cellular telecommunications company.

About Kirusa

Kirusa is a global leader in providing communication solutions over data networks for consumers and enterprises. Kirusa's solutions include ReachMe, a voice-over-data solution to help users receive their GSM calls over data in a mobile app, while helping carriers leverage the power of data to enrich the calling experience of their subscribers; InstaVoice®, a unique call completion solution for users that bundles voicemail, missed calls, availability, and ring, and helps mobile carriers monetize missed calls in their networks; Kirusa Konnect™, a Communication Platform as a Service (CPaaS) for enterprises that helps bolster brand-customer engagement over mobile channels; and InstaVoice Channels™, that offer users access to live voice blogs from their favorite celebrities, sports clubs, news portals and other streams. Kirusa solutions are deployed in 46 countries, with 50 mobile carrier partnerships in Africa, Asia, and LatAm. Kirusa solutions are built on its patented technology and 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. For more information, visit: www.kirusa.com

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