



COMPANY PROFILE

www.celcomafrika.com

*“Connecting Africa
to a Smarter Digital
Future”*

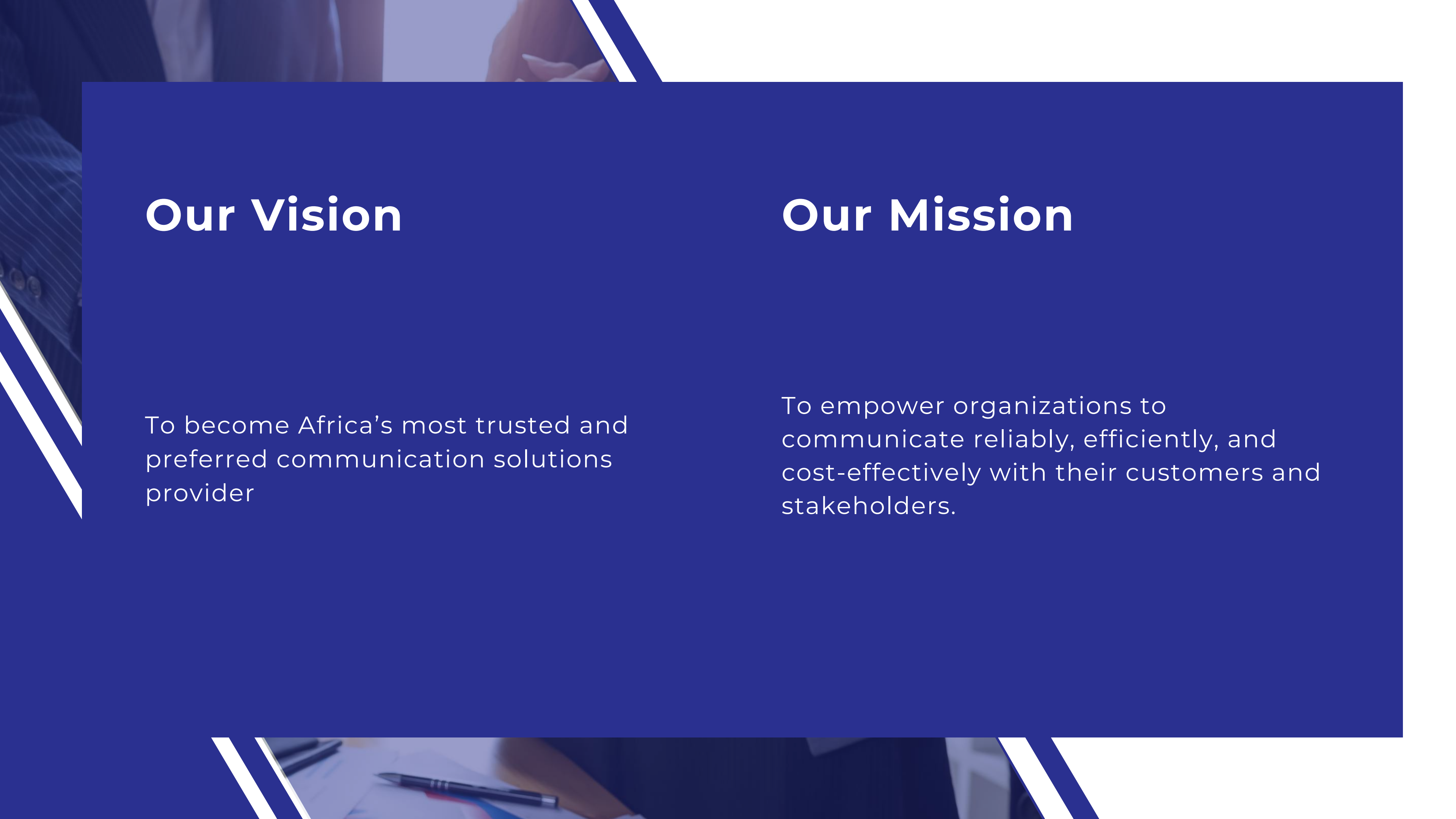
Welcome To Celcom Africa

Celcom Africa is a next-generation telecommunications and technology solutions company transforming how businesses communicate across Africa and worldwide. Through strong partnerships with global service providers, we ensure messages travel smoothly and securely to audiences in every region.

From a small start, we've grown into one of Africa's trusted technology partners, supporting SMEs, multinationals, financial institutions, and government agencies. Our journey is strengthened by global collaboration, innovation, and a deep commitment to helping people, systems, and businesses stay connected.

We deliver more than technology — we build global pathways that help businesses grow, engage, and communicate without borders.



The background of the slide features a blurred image of business professionals in a meeting, with a dark blue overlay. White diagonal stripes are positioned on the left and right sides of the slide.

Our Vision

To become Africa's most trusted and preferred communication solutions provider

Our Mission

To empower organizations to communicate reliably, efficiently, and cost-effectively with their customers and stakeholders.

Our Core Values



Innovation

We challenge norms and continually invest in cutting-edge technologies to deliver modern communication solutions.



Reliability

Our infrastructure is built on stability, ensuring consistent performance and trusted uptime.



Customer Focus

Every product, every feature, and every innovation is designed around real customer needs.



Integrity

We uphold transparency and accountability in all our partnerships.



Collaboration

We thrive in creating synergy between businesses, developers, and technology ecosystems.

Our Services





A2P SMS

(Application-to-Person Messaging)

Celcom Africa provides robust A2P SMS solutions that allow businesses to send automated, high-volume text messages directly from applications to customers' phones.

Ideal for transactional alerts, one-time passwords (OTPs), appointment reminders, and notifications, A2P SMS ensures fast, secure, and reliable message delivery. Our service offers 99% uptime, intelligent routing, and seamless API integration to enhance communication efficiency and customer engagement.

Use Cases:

- Banks sending OTPs and transaction alerts
- Hospitals sending appointment confirmations
- E-commerce sites notifying customers of order status



Bulk SMS

Our Bulk SMS service enables organizations to reach large audiences instantly and affordably. Whether for marketing, event promotion, or internal announcements, Celcom Africa's platform guarantees timely delivery, customized sender IDs, and detailed delivery reports.

The intuitive web portal and robust APIs make it easy to communicate at scale with maximum reliability.

Use Cases:

- Onetime PIN (OTP) and Transaction notifications.
- Promotional and Marketing messages.
- NGO and general companies communications, AGM meetings reminders, Communities mobilisations etc.



Short Codes

We offer both shared and dedicated Short Codes to help businesses deliver two-way communication via SMS. These codes enable interactive engagement between brands and their customers, allowing users to send keywords to access services, participate in campaigns, or verify details.

Ideal for marketing promotions, service subscriptions, customer feedback systems, and verifications, Celcom Africa's Short Code solutions are designed for flexibility, efficiency, and measurable results.

Use Cases:

- Media stations running SMS polls or competitions
- SACCOs enabling members to check balances via SMS
- Businesses managing customer subscriptions and feedback



USSD Codes

We build custom USSD applications that enable users to interact with your services seamlessly — even without internet access. Our USSD solutions are designed for reliability, simplicity, and accessibility across all mobile devices and networks.

They are ideal for mobile banking, surveys, service subscriptions, loyalty programs, and real-time customer engagement, making them a perfect tool for reaching diverse audiences in any region.

Use Cases:

- Telecoms enabling airtime balance checks or service subscriptions
- Insurance firms allowing policy verification
- Surveys or data collection in regions with limited internet connectivity



Bulk Email

Celcom Africa's Bulk Email service enables organizations to communicate professionally and at scale. We support branded email campaigns, newsletters, event invitations, and transactional emails with advanced delivery tracking and analytics.

Our system ensures excellent inbox placement and high deliverability rates.

Use Cases:

- Businesses sending newsletters and promotional offers
- Educational institutions distributing updates to students or parents
- Companies sharing product updates and client reports



Bulk Airtime

We enable automated bulk airtime top-ups across all major mobile networks, providing a fast and convenient way to distribute airtime to multiple recipients at once. This solution is ideal for employee rewards, survey incentives, promotional campaigns, and client engagement strategies.

With secure processing, real-time reporting, and broad network coverage, Celcom Africa ensures smooth and transparent airtime disbursement for any organization size.

Use Cases:

- Organizations rewarding survey participants
- Corporates disbursing employee airtime allowances
- Brands offering airtime incentives during promotions



Bulk WhatsApp

Celcom Africa's Bulk WhatsApp service enables businesses to reach customers through verified WhatsApp Business APIs. It supports personalized messaging, images, videos, PDFs, and interactive buttons for real-time engagement.

This channel combines convenience, credibility, and high open rates for modern digital communication.

Use Cases:

- Customer service updates and ticket support
- Marketing campaigns with rich media content
- Real-time notifications for bookings or deliveries



Surveys

Our Survey Solutions help organizations collect valuable feedback and insights via SMS, USSD, or WhatsApp. The system is designed for simplicity, speed, and high response rates — making it ideal for research, customer satisfaction tracking, and program evaluations.

Celcom Africa customizes surveys to fit your business goals and audience needs.

Use Cases:

- Companies conducting customer satisfaction surveys
- NGOs gathering field data or beneficiary feedback
- Educational institutions collecting student opinions

Compliance

01



02



03



COMMUNICATIONS
AUTHORITY OF KENYA

04



05

GSMA™

06



AGPO
Access To Government Procurement Opportunities

Our Partners





Thank You!

Talk To Us



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