

Kirusa Launches the Popular InstaVoice® Channels with Vodacom Lesotho

 kirusa.com/media-news/press-release/2017/20170502

- *Lesotho to have direct access to their favorite celebrities on the InstaVoice Channels Platform*
- *Regular updates from notable personalities like Mary Bosiu, Bofilha Neko, Skebza D, Dollaman*
- *Access premier feeds from football clubs in EPL, UEFA, and La Liga*

Maseru, Lesotho and New Providence, NJ, Tuesday, 2nd May 2017: Kirusa, a global leader in providing telecom and social media solutions, today announced the launch of InstaVoice® Channels, with Vodacom, the leading telecom carrier in Lesotho.

The InstaVoice Channels service, which incorporates Celeb and Sports content, is one of the top 3 revenue generating VAS services in Africa supporting multiple carriers. The channels platform has over 11 million followers, 14+ Football clubs, and more than 150 celebrities.

The Celeb content service, 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 on a regular basis; the voice messages are delivered instantly to the fans, creating a “Voice Twitter” like experience. This service is also available over an App which makes the service experience better for smartphone users.

With the launch of this content service, Vodacom subscribers can receive voice updates from popular figures in Lesotho like- Motivational Speaker Mary Bosiu, Comedian Bofilha Neko, Hip-hop prodigies Skebza D and Dollaman.

Distinguished Orator, Mary Bosiu expressed her eagerness to begin interacting with her fans. She says, “It is delightful to join a great forum that seeks to forge transparent communication between fans and celebrities. I am eager to start sharing my ideas with followers on a larger, more empowering scale.”

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. One can get alerts on football news, players, matches, goals, penalties and much more.

“Kirusa’s InstaVoice Channels is a unique forum that seeks to both connect fans, celebrities, and sports clubs together, through voice. The service strikes the right chord with Vodacom’s spirit, and we hope that our endeavor meets every user’s expectations,” said Mpho Brown, Vodacom Lesotho Communications Manager.

On a similar note, Founder and CEO of Kirusa, Dr. Inderpal Singh Mumick said, “After

attaining remarkable success across multiple network carriers in Africa, we are now introducing InstaVoice Channels for Vodacom subscribers in Lesotho. I hope that Vodacom users in Lesotho will find great value in InstaVoice offerings.”

About Vodacom

Vodacom is a leading African mobile communication company providing a wide range of communication services including mobile voice, messaging, data and converged services to over 65 million customers.

From its roots in South Africa, the company has grown its mobile network business to include operations in Tanzania, DRC, Mozambique and Lesotho. The mobile networks cover a total population of approximately 200 million people.

Vodacom is majority owned by Vodafone (65%) one of the world's largest mobile communications companies by revenue. In Lesotho, Vodacom Lesotho is majority owned by Vodacom Group Limited (80%), and Sekhametsi consortium owns 20% of the company.

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, that supports multifarious 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

For further inquiries, please contact

For Vodacom

Mpho Brown
Manager, Communications & Vodacom Foundation
Tel: +266 52212400
Email: mpho.brown@vodacom.co.ls

For Kirusa

Alchemy Corporate Communications
Anju Makin
Tel: +1-973-536-2652
E-mail : anju_makin@alchemycc.com