

## PRS RATE CARD:

### 1. SMS SHORT CODES:

RANGE OF ALLOCATION:

| <u>PURPOSE OF CODE</u> | <u>RANGE ALLOCATED</u> | <u>MONTHLY MAINTENANCE FEE</u> |
|------------------------|------------------------|--------------------------------|
| GENERAL CONTENT CODES  | 20XXX, 21XXX, 22XXX    | 10,000 + VAT                   |
| BANKING CODES          | 16110 - 16199          | 10,000 + VAT                   |
| DIRECTORY CODES        | 19100-19149            | 10,000 + VAT                   |
| GAMING/LOTTERIES CODES | 29XXX                  | 10,000 + VAT                   |
| LOVE CONTENT CODES     | 60 XXX,61 XXX          | 10,000 + VAT                   |

**NB:** Golden Numbers (Easy to remember numbers) attract a one-off fee of Ksh. 200,000 + VAT over & above the maintenance fee.

APPLICATION FORM:

[https://www.safaricom.co.ke/images/Downloads/Short\\_Code\\_Application\\_Form.pdf](https://www.safaricom.co.ke/images/Downloads/Short_Code_Application_Form.pdf)

### 2. IVR- INTERACTIVE VOICE RESPONSE

| <u>PURPOSE</u>        | <u>RANGE ALLOCATED</u> | <u>MONTHLY MAINTENANCE FEE</u> |
|-----------------------|------------------------|--------------------------------|
| Premium voice service | 0900 620xxx            | 10,000 + VAT                   |

**NB:** Customer must have an existing E1/SIP installed to run an IVR service.

APPLICATION FORM

[https://www.safaricom.co.ke/images/Downloads/Resources\\_Downloads/VAS/IVR\\_SERVICE\\_REQUEST\\_FORM%20.pdf](https://www.safaricom.co.ke/images/Downloads/Resources_Downloads/VAS/IVR_SERVICE_REQUEST_FORM%20.pdf)

### 3. USSD

|                     |                   |
|---------------------|-------------------|
| RANGE OF ALLOCATION | 2XX, 4XX,6XX& 8XX |
|---------------------|-------------------|

#### APPLICATION FORMS & REQUIREMENTS

- Application form
- Corporate application form
- CR12
- Current CAK license
- CSP agreement (sign off page)

#### USSD SET UP FEE & CHARGES:

| <u>SERVICE</u>                  | <u>OPERATION</u>  | <u>COSTS TAX INCLUSIVE</u>                                     |
|---------------------------------|---|--|
| Initial set up Test bed service | Connection fee and Connection to test environment for 30 days | Ksh. 118,320   |
| Live ussd code on post-pay      | Customers are NOT charged to access code                      | <b>Deposit:</b> Ksh. 34,800<br><b>Monthly fee:</b> Ksh. 34,800 |
| Live ussd code on pre-pay       | Customers are charged to access code                          | <b>Deposit:</b> Ksh. 34,800<br><b>Monthly fee:</b> Ksh. 34,800 |
| Extension of test bed service   | To extend the test environment beyond 30 days                 | <b>Monthly fee:</b> Ksh. 20,880                                |
|                                 |   |  |

**NB:** on Post-pay tariff the corporate will be charged on behalf of the customer; the matrix below will apply.

| Number of transactions Per Month | 0-50,000 | 50,001-100,000 | 100,001-250,000 | 250,001-500,000 | 500,001-1,000,000 | 1,000,000+ |
|----------------------------------|----------|----------------|-----------------|-----------------|-------------------|------------|
| Cost 1 Way (Tax Incl)            | 1.5      | 1.3            | 1.2             | 1               | 0.8               | 0.5        |
| Cost 1 Way (Tax Excl)            | 1.19     | 1.03           | 0.95            | 0.79            | 0.63              | 0.40       |

On prepay tariff the customer can be charged either of the below transactional fee:

| <u>Services</u>                | <u>Transaction Fee (180 seconds)</u> |
|--------------------------------|--------------------------------------|
| Banking institutions & Sacco's | Ksh. 1/-                             |
| General content & service      | Ksh. 1/-                             |

**Ussd Attachments:**

**Ussd application Form**

[https://www.safaricom.co.ke/images/Downloads/Resources\\_Downloads/VAS/USSD\\_Code\\_Application\\_Form.pdf](https://www.safaricom.co.ke/images/Downloads/Resources_Downloads/VAS/USSD_Code_Application_Form.pdf)

[https://www.safaricom.co.ke/images/Downloads/Ussd\\_Corporate\\_Application\\_Form.pdf](https://www.safaricom.co.ke/images/Downloads/Ussd_Corporate_Application_Form.pdf)

## **4. Bulk sms**

Bulk sms is currently available to the appointed CSP partners & is Purchased as per the below matrix with (VAT 16% and Excise 15%).

| <b>SMS VOLUME</b>    | <b>PRICE PER SMS (KSH TAX INL)</b> | <b>VALIDITY</b> |
|----------------------|------------------------------------|-----------------|
| 25k-124,999          | 1.06                               | 60 days         |
| 125k-524,999         | 0.85                               | 60 days         |
| 525k-1,024,999       | 0.64                               | 60 days         |
| 1,025,000-5,024,999  | 0.42                               | 60 days         |
| 5,025,000-10,024,999 | 0.21                               | 60 days         |
| 10,025,000           | 0.11                               | 60 days         |
|                      |                                    |                 |
|                      |                                    |                 |

**NB:**

- A minimum purchase of 25,000 units is required to qualify for the next price point.
- Payment for Bulk should be upfront; In the case of net off, however, a credit note must be issued together with the application form.
- All prices are inclusive of taxes.
- Bulk is valid for 60 days after which balance expires but can roll over if a purchase is made before expiry.
- Bulk sms units are not transferable between packages, specifically transactional to promotional and vice versa.

**Attachments:**

**Bulk application form**

<https://www.safaricom.co.ke/images/Downloads/Bulk-Purchase-Order-Form-New-Sep-2024.pdf>

## **5. ALPHANUMERICS:**

**Requirements:**

- Bulk short code.
- Access number
- Approval letter to use the specific alphanumeric code.
- Each alpha numeric code attracts a one-off fee of: Ksh.5000 + VAT.

**NB:** Alphanumeric should not be generic.