

PRS RATE CARD:

1. SMS SHORT CODES:

RANGE OF ALLOCATION:

PURPOSE OF CODE	RANGE ALLOCATED	MONTHLY MAINTENANCE
		<u>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

<u>NB</u>: 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

2. <u>IVR- INTERACTIVE VOICE RESPONSE</u>

PURPOSE	RANGE ALLOCATED	MONTHLY MAINTENANCE FEE
Premium voice service	0900 620xxx	10,000 + VAT

<u>NB:</u> 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_RE QUEST_FORM%20.pdf





3. <u>USSD</u>

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

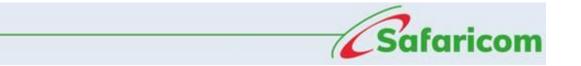
<u>NB</u>: on Post-pay tariff the corporate will be charged on behalf of the customer; the matrix below will apply.

Number of transactions Per Month	0-50,000	50,001- 100,000	100,001- 250,000	250,001- 500000	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:

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





<u>Ussd Attachments:</u> Ussd application Form

https://www.safaricom.co.ke/images/Downloads/Resources_Downloads/VAS/USSD_Code_Applica tion_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%).

SMS VOLUME	PRICE PER SMS (KSH TAX INL)	VALIDITY	
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	

<u>NB:</u>

- 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. <u>ALPHANUMERICS:</u>

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.

<u>NB</u>: Alphanumeric should not be generic.

