

# Ethiopia - Country Guide

Send SMS in Ethiopia across Ethio Telecom and Safaricom - coverage, pricing, Sender ID and compliance in one place.

## SENDING IN ETHIOPIA

Ethiopia is served by Ethio Telecom and Safaricom. eSMS Africa routes to all of them through one API and one USD balance, with real-time delivery reports. A registered Sender ID is required, and our team handles the registration for you so you can launch branded, reliable messaging quickly.

## MARKET AT A GLANCE

|                   |                                                                          |
|-------------------|--------------------------------------------------------------------------|
| Networks          | <b>Ethio Telecom, Safaricom</b>                                          |
| Sender ID         | <b>Required</b><br>Alphanumeric, up to 11 characters                     |
| Regulator         | <b>Ethiopian Communications Authority (ECA)</b>                          |
| Currency          | <b>ETB (billed in USD)</b>                                               |
| Rate from (Basic) | <b>ETB 5.5892 / SMS</b><br>≈ \$0.0356 USD local · \$0.3247 international |
| Best for          | <b>OTP, alerts, campaigns</b><br>Transactional + promotional traffic     |

See the Ethiopia Pricing, Sender ID and Compliance guides for full details, or talk to [sales@esmsafrica.io](mailto:sales@esmsafrica.io).