

KENYA · COUNTRY GUIDE

Kenya - Country Guide

Send SMS in Kenya across Safaricom, Airtel, Telkom and Equitel - coverage, pricing, Sender ID and compliance in one place.

SENDING IN KENYA

Kenya is served by Safaricom, Airtel, Telkom and Equitel. 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	Safaricom, Airtel, Telkom, Equitel
Sender ID	Required Alphanumeric, up to 11 characters
Regulator	Communications Authority of Kenya (CA)
Currency	KES (billed in USD)
Rate from (Basic)	KES 1.2267 / SMS ≈ \$0.0095 USD local · \$0.308 international
Best for	OTP, alerts, campaigns Transactional + promotional traffic

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

