

KENYA · SENDER ID GUIDE

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How to register a branded Sender ID in Kenya, what it costs and how long it takes.

◆ WHY A SENDER ID

A Sender ID is the name recipients see instead of a number - it builds trust and brand recognition. Promotional IDs suit marketing; transactional IDs are for OTPs, bank alerts and service messages and are strongly recommended for critical traffic.

◆ REGISTRATION REQUIREMENTS

- ✓ Sender ID name up to 11 characters, non-generic, aligned to your product/brand
- ✓ Trademark proof (for a product) or Certificate of Registration (for a company name)
- ✓ A signed authorization letter for eSMS to raise the ID with the network
- ✓ For transactional IDs: a letter confirming the transactional use case where required

◆ SETUP FEES (REFERENCE)

Network	Setup	Recurring
Bundled Safaricom & Airtel	KES 14,100	None
Safaricom only	KES 8,700	None
Airtel only	KES 8,700	None
Telkom	KES 4,500	None
Equitel	KES 9,000	None

◆ READINESS BY NETWORK

- Safaricom - Setup Mon & Thu before 12:30 - ready Tue & Fri
- Airtel - Setup Wed - ready in 7 to 14 days
- Telkom - Setup Wed - ready in 4 to 8 weeks
- Equitel - Setup Wed - ready in 4 to 8 weeks

The Sender ID fees below are a one-off setup per network - there is no monthly maintenance in Kenya. Promotional sending is restricted to 07:00-19:00; OTP / transactional is exempt.

◆ ONBOARDING - DOCUMENTS REQUIRED

- ✓ Signed service order form
- ✓ Organization's Certificate of Incorporation (organizations only)
- ✓ Organization's or individual's Tax Certificate
- ✓ Authorized representative's Passport or National ID
- ✓ Details of the authorized representative / individual