

Madagascar - Country Guide

Send SMS in Madagascar across Telma, Orange and Airtel - coverage, pricing, Sender ID and compliance in one place.

◆ SENDING IN MADAGASCAR

Madagascar is served by Telma, Orange and Airtel. 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	Telma, Orange, Airtel
Sender ID	Required Alphanumeric, up to 11 characters
Regulator	-
Currency	MGA (billed in USD)
Rate from (Basic)	MGA 306.685 / SMS ≈ \$0.0739 USD local · \$0.784 international
Best for	OTP, alerts, campaigns Transactional + promotional traffic

See the Madagascar Pricing, Sender ID and Compliance guides for full details, or talk to sales@esmsafrica.io.