

ZAMBIA · COUNTRY GUIDE

Zambia - Country Guide

Send SMS in Zambia across MTN, Airtel and Zamtel - coverage, pricing, Sender ID and compliance in one place.

SENDING IN ZAMBIA

Zambia is served by MTN, Airtel and Zamtel. 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	MTN, Airtel, Zamtel
Sender ID	Required Alphanumeric, up to 11 characters
Regulator	ZICTA (Zambia ICT Authority)
Currency	ZMW (billed in USD)
Rate from (Basic)	ZMW 0.1964 / SMS ≈ \$0.0104 USD local · \$0.448 international
Best for	OTP, alerts, campaigns Transactional + promotional traffic

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

