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## Editorial

At Kirusa, consumers are at the heart of everything we do and we strongly believe that our success is fueled by their satisfaction. Exceeding your highest expectation is our top priority.

Through our quarterly newsletter we endeavor to bring you latest news from Kirusa and its ecosystem. In this newsletter you will learn about the latest developments in Kirusa, current trends in our industry and our participation in upcoming events.



### Seasons Greetings

During the Holiday Season, more than ever, our thoughts turn gratefully to those who have made our progress possible.

And in this spirit we say, simply but sincerely...

Thank You and Best Wishes for the Holiday Season and a Happy New Year.



## Breaking New Grounds

### Latest Happenings in Kirusa

- ✂ **InstaVoice App bagged first prize in social media category by NJTC Mobile App Forum**, held at Princeton University. The winners were selected by a panel of judges from some of the finest leading companies in New Jersey
- ✂ **InstaVoice App was nominated in 'Best App for Africa' category in recently concluded AfricaCom 2014**. InstaVoice App brings Missed Calls, Voice SMS and chatting to mobile users, enabling a seamless flow of communication between Smartphone and Feature phone users
- ✂ After receiving good traction for its popular services: **InstaVoice Celeb and InstaVoice Sports**, Kirusa is making inroads to launch these services in other African and LatAm countries. In the past few months these services have been launched in countries like Ivory Coast, Nigeria, Rwanda and Peru, with leading telecom operators like Airtel, Etisalat, MTN and Moov Ivory Coast



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## Hitting The Headlines

### Kirusa in the News

#### InstaVoice App: Scoring High above Other IM Apps

The Tech Portal, a leading technology portal in India, quoted InstaVoice as '**not just another messaging app**' in its product review. InstaVoice has all the ingredients which other apps offer, but what differentiates it from others are its distinct features. **With InstaVoice you can also chat with people who do not have either the app or a smartphone.** Another most impressive feature which no other IM app offers is its multiple device login ability, which enables a user to use InstaVoice from multiple devices like mobile phones, tablets and phablets, using a single account. Social media sharing, information backup and interactive chat screen are other features which the portal raved about.

#### InstaVoice: One generation ahead of other apps

A noted television news channel, Aajtak, gave a thumbs up to InstaVoice and cited it as a '**New Way of Messaging**' and reported that InstaVoice is one generation ahead of all the messaging applications you've been using till date.

Through this app, you can send messages to not only to people who do not have the same application in their phone but also to people who do not have a smartphone. It is very simple and easy to send a text or voice message through this application. You can also send your messages directly to facebook. The people, who use feature phones, will receive your message as a Voice SMS.



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## What's Trending

### Latest in Mobile VAS

#### Data driving the African Continent, paves way for telecom growth

Mobile data connections and services are growing strongly in Africa, but the continent continues to lag behind most of the rest of the world in terms of high-speed broadband connectivity, according to research by global analyst firm Ovum.

[Read More](#)

Source: Advanced Television



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## Customer Speak

### Hear it from our Happy Customers

#### InstaVoice solutions winning million hearts: Bringing fans a step closer to celebs and sports

**Isabelle HAJRI, Chief Commercial Officer, Moov Ivory Coast**, "We are delighted to partner with Kirusa and offer these innovative services on our network. InstaVoice Celeb enables you to move beyond just reading celebrity posts, to hearing updates recorded in their own voice. One can also share posts to Twitter and Facebook, all with a single tap on your mobile phone. Moreover InstaVoice Sports does not let you miss a single memorable moment from your favorite soccer club. This is incredible!"

**Adia Sowho, Head of Digital Media at Etisalat Nigeria**, "We are excited to partner with Kirusa for Celeb and Sports Connect services. These popular services attract customers' attention and connect them to their favorite stars. While Celeb Connect establishes a more personal bond between celebs and fans, Sports Connect offers exclusive soccer news from popular soccer clubs and coaches in a new way, using voice updates and analysis."



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## Mark Your Calendars

### Upcoming Events

- ✂ **MWC 2015, March 2-5:** Kirusa will be exhibiting in the global telecom industry's premium exhibition, Mobile World Congress at Barcelona in March 2015, and showcase its popular InstaVoice solutions. Please join us at Stall No. 8.1J15 in App Hall 8.1. Come and witness the next evolution in messaging.



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