

PRS RATE CARD

1. SMS SHORT CODES

RANGE OF ALLOCATION:

PURPOSE OF CODE	RANGE ALLOCATED	MONTHLY MAINTENANCE FEE
General content short code	20xxx, 21xxx, 22xxx	10,000 + VAT
Banking short codes	16110 - 16199	10,000 + VAT
Directory short codes	19100-19149	10,000 + VAT
Gaming/lotteries short codes	29xxx	10,000 + VAT

NB: Golden Numbers (Easy to remember numbers) attract a one off fee of Ksh 200,000 + VAT over & above the maintenance fee

SMS revenue share matrix

Price Range	PRS Revenue Share		
Kshs Inclusive Taxes	0 – 100,000	100,001 – 1,000,000	>1,000,001
0.00 – 1.00	0%	0%	0%
1.01 – 5.00	20%	50%	60%
>5.00	50%	60%	70%

2. IVR

PURPOSE	RANGE ALLOCATED	MONTHLY MAINTENANCE FEE
Premium voice service	0900 620xxx	10,000 + VAT

NB: Customer must have an existing E1 installed to run an IVR service

IVR revenue share matrix

IVR per min				IVR per call			
Rate	Net	PRS	Safaricom	Rate	Net	PRS	Safaricom
5	3.97	75%	25%	5	3.97	80%	20%
10	7.94	75%	25%	10	7.94	80%	20%
15	11.9	75%	25%	15	11.9	80%	20%
20	15.87	75%	25%	20	15.87	80%	20%
25	19.84	75%	25%	25	19.84	75%	25%
30	23.81	70%	30%	30	23.81	75%	25%
40	31.75	70%	30%	40	31.75	75%	25%
50	39.68	70%	30%	50	39.68	70%	30%
60	47.62	55%	45%	60	47.62	60%	40%
70	55.56	55%	45%	70	55.56	50%	50%

3. USSD

RANGE OF ALLOCATION	
	2xx , 4xx & 8xx

When we come together, **great things happen.**

USSD SET UP FEE & CHARGES:

TEST-BED FEES:

RATE APPLICABLE TO:	PRICE: (Tax Excl)
Connection fees	Ksh 75,000
Test-bed fees	Ksh 10,000/- Valid for 1 month
Renewal of test-bed fees	Ksh 15,000/- Chargeable after 1 month on Test bed

MONTHLY MAINTENANCE FEES:

TARIFF	PRICE (Tax Excl)
Prepay	Monthly payment: Ksh 25,000/- Deposit: 25,000/-
Post-pay	Monthly payment: Ksh 25,000/- Deposit: 25,000/-

SESSION FEES:

RATE APPLICABLE TO:	PRICE PER SESSION:
Financial institutions	Ksh 1/- per session
Content	Ksh 1/- per session
Post-pay tariff	Ksh 1/- per session. cost is incurred by the CSP

4. BULK SMS

Bulk sms is currently available to the appointed CSP partners & is Purchased as per the below matrix;

BULK SMS TARIFF		
SMS VOLUME	PRICE PER SMS (KSHS VAT INCL)	VALIDITY
25,000- 124,999	1	60 DAYS
125,000 – 524,999	0.8	60 DAYS
525,000 – 1,024,999	0.6	60 DAYS
1,025,000-5,024,999	0.4	60 DAYS
5,025,000-10,024,999	0.2	60 DAYS
>10,025,000	0.1	60 DAYS

NOTES
Minimum purchase of 25,000 units is required to qualify for the next price point
All prices are inclusive of taxes
All bulk SMS purchases are upfront
Bulk is valid for 60 days after which balance expires

5. ALPHANUMERICS

- Each alpha numeric code attracts a one off service fee of **ksh. 5000 + VAT**
- Approval letter to use the specific alphanumeric code

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