



## USSD (Unstructured Supplementary Services Data)

All Costs are inclusive of 16% VAT

### a) Dedicated PRE-PAID USSD SERVICES

Dedicated USSD is recommended for Corporates as they get to use the USSD code on their own without sharing it with other clients, this is what we endorse to organizations such as Banks, Saccos, Airlines, Insurance Companies, Nairobi City Council, Kenya Revenue Authority, County Governments, etc.

A Pre-paid Service is where the end-user is charged to access the service on their mobile phone.

<b>USSD Dedicated PRE PAID (Both Safaricom and Airtel)</b>	<b>KShs</b>
Set Up Fee (One-off Fee)	KES 200,000
Monthly Maintenance Fee (32,500 for each Network)	KES 65,000
USSD Application Development (One-off Fee for Financial Institutions, Free for simple Applications)	KES 100,000
Test Bed Usage for 30 days (One-off Fee)	KES 15,000
Hosting and Support	KES 0.00



<b>USSD Dedicated PRE PAID (For Orange)</b>	<b>KShs</b>
USSD Set Up and Integration	KES 50,000
Monthly Maintenance Fee	KES 10,000
USSD Application Development	KES 50,000
Hosting of USSD Platform	KES0.00

#### **b) DEDICATED POST-PAID USSD SERVICES**

A **Post-paid USSD Service** is where a **User ACCESSES** the Service **FREE OF CHARGE** but You Pay for the User Access. E.g. A good example will be like the way KRA offers USSSD to users **FREE** of Charge to access Taxation Services Free of Charge.

<b>USSD Dedicated POST PAID (Safaricom)</b>	<b>KShs</b>
USSD Test Bed and Set Up	KES 50,000
Maintenance Fee	KES 50,000



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**POST PAID KES Charges Per USER ACCESS**

0-50,000	50K to 100K	100k to 250k	250k to 500k	500k to 1M	1M to 1M+
(User Sessions)					
2.0	1.8	1.6	1.4	1.0	0.7
(Kshs Per Session)					

