



**ZURICOM**  
TALK · TEXT · CONNECT

**CONTACT**

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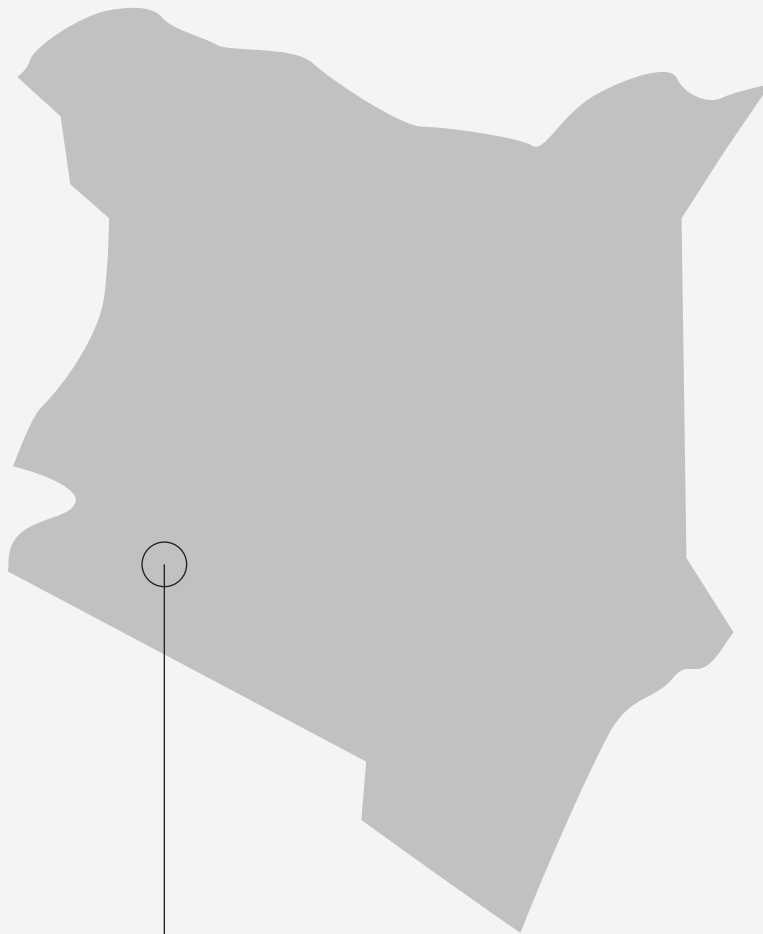
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# COMPANY PROFILE

# Who We Are

## Empowering Connectivity, Elevating Communication

At Zuricom Ltd., we are more than just a telecommunications company – we are architects of seamless communication in the digital age. Pioneering innovation and commitment, we provide cutting-edge solutions that transcend the ordinary, making us a trailblazer in the ever-evolving landscape of connectivity. Our focus is not just on services; it's on crafting experiences that resonate and redefine the way we communicate. Zuricom: where innovation meets communication, and connectivity is an empowering experience.



### **We Are Here**

Perched on the 6th floor of Western Height, Suite No 5, along Karuna Rd in Westlands, Nairobi, Zuricom Ltd. epitomizes innovation at the nexus of connectivity. This strategic location reflects our commitment to pioneering telecommunications solutions, overlooking the bustling digital landscape from our dynamic hub in the heart of Nairobi's Westlands.



# Our Company

Where Connectivity Soars, and Communication Ascends!

Zuricom Ltd. stands as a beacon of innovation in telecommunications. From our prime location in Westlands, Nairobi, we spearhead cutting-edge solutions that redefine connectivity. Committed to excellence, we craft seamless communication experiences, setting the standard for the industry. At Zuricom, we transcend the ordinary, embodying a dynamic spirit that shapes the digital landscape. Join us on the journey of endless possibilities in communication, where every connection is not just made but empowered.



## About Us

Welcome to Zuricom Ltd., where innovation meets connectivity, and every interaction is a testament to our commitment to redefining telecommunications. Established in the dynamic landscape of Westlands, Nairobi, we take pride in being at the forefront of cutting-edge solutions that transcend the ordinary. Our story is one of passion, dedication, and a relentless pursuit of excellence. At Zuricom, we believe in crafting experiences, not just services. Our journey is marked by a commitment to seamless communication, where each solution is designed to elevate the way we connect.

From bulk SMS services to USSD codes, airtime top-up to WhatsApp API integration, we are architects of digital experiences that empower businesses and individuals alike. Beyond our technological prowess, Zuricom is a community of innovators, collaborators, and visionaries. Our team is driven by a shared mission: to shape the future of communication. As we navigate the ever-evolving digital landscape, we invite you to join us on this journey. Discover Zuricom Ltd., where connectivity knows no bounds, and communication is an art we continually refine.



## Our Values

Where Connectivity Meets Integrity in Every Interaction.

At Zuricom Ltd., our values are the guiding force behind everything we do. With integrity as our bedrock, we navigate the telecommunications landscape with unwavering ethics, building trust with clients and within our team. Fueled by innovation, we constantly push boundaries, ensuring our solutions remain at the forefront of the industry. Customer-centricity is our commitment, anticipating and exceeding expectations. Collaboration is ingrained in our culture, as we believe diverse perspectives drive creativity. We relentlessly pursue excellence, setting high standards in every aspect of our work, and we are dedicated to sustainability, ensuring a positive impact on the communities we serve. At Zuricom, our values are the threads that weave the fabric of our identity and shape our vision for the future of communication.



# Mission & Vision

Empowering Tomorrow's Connectivity, Today



## Our Vision

to be at the forefront of a connected world, where innovative telecommunications solutions empower and enrich lives. We strive to set new benchmarks, redefine industry standards, and lead the evolution of seamless communication experiences. Our commitment to excellence, integrity, and customer-centricity propels us towards a future where connectivity knows no bounds, and Zuricom is synonymous with the pinnacle of technological innovation and transformative connectivity.

## Our Mission

To pioneer the evolution of seamless communication in the digital era. We are dedicated to providing innovative and cutting-edge telecommunications solutions that empower businesses and individuals alike. Fueled by a commitment to integrity, excellence, and customer-centricity, we strive to exceed expectations and set new standards in the industry. Our relentless pursuit of innovation, coupled with a passion for delivering exceptional experiences, positions Zuricom as a leader in shaping the future of connectivity. We aim to be the catalyst that transforms how the world connects, communicates, and thrives in the ever-evolving landscape of technology.



# Our Strategy

Innovate. Connect. Thrive: Zuricom's Strategy Unveiled.



At Zuricom Ltd., our strategic approach is woven with a tapestry of innovation, adaptability, and a commitment to anticipating the ever-changing landscape of telecommunications. With a foundation built on comprehensive market analysis, we leverage data-driven insights to navigate the dynamic industry terrain. Our strategy is centered around continuous innovation, ensuring that our suite of services remains at the forefront of technological advancement.

Customer-centricity is ingrained in our strategic framework, guiding us to not only meet but exceed the evolving needs and expectations of our clients. We cultivate lasting partnerships, valuing collaboration as a catalyst for mutual growth. To maintain our position as industry leaders, we invest in talent development, fostering a culture of creativity and expertise within our team.

Operational excellence is a cornerstone of our strategy, optimizing efficiency at every touchpoint of our services. By embracing emerging technologies and trends, we stay agile and adaptive, positioning Zuricom as a proactive player in the rapidly evolving telecommunications landscape. Sustainability is embedded in our long-term strategy, recognizing our responsibility to contribute positively to the communities we serve and the environment.

As we chart our course forward, Zuricom's strategy is a dynamic roadmap, a fusion of innovation, customer focus, operational prowess, and social responsibility. It is not just a plan for the present but a blueprint for sustained success and leadership in the future of telecommunications.



# Our Services

Elevate, Engage, Connect Brilliance.



## Bulk SMS

### Texting Tomorrow, Today

Revolutionize your communication strategy with Zuricom's Bulk SMS service, where innovation meets instant connectivity. Seamlessly transcend traditional messaging boundaries as you navigate the digital landscape, effortlessly reaching your audience. Our cutting-edge platform ensures your messages don't just travel swiftly but also make a lasting impact, enhancing engagement and ensuring every interaction counts. Elevate your messaging game with Zuricom and stay ahead in the dynamic world of tomorrow's communication.

## Airtime Top-Up

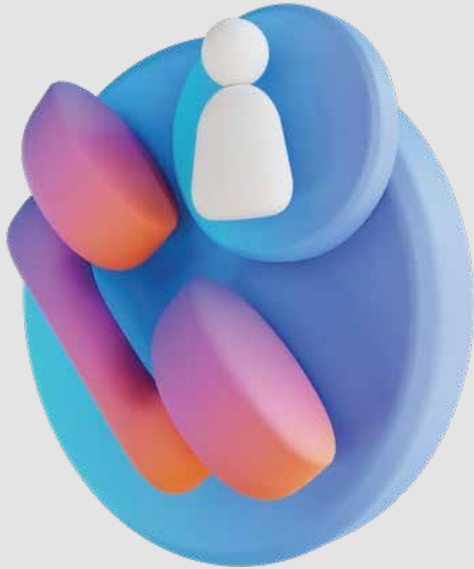
### Recharge, Reconnect, Redefine

Experience the future of recharging with Zuricom's Airtime Top-Up service – a seamless fusion of convenience and connectivity. Whether for personal use or business transactions, our secure and user-friendly platform puts the power of instant airtime replenishment at your fingertips. Redefine the way you stay connected with ease and efficiency. Zuricom ensures your communication remains uninterrupted, allowing you to recharge, reconnect, and redefine your connection experience effortlessly.



# Our Services

Elevate, Engage, Connect Brilliance.



## USSD Codes

### Interactive Connectivity, Simplified

Embark on a journey of interactive and user-friendly communication with Zuricom's USSD Codes, designed to simplify and enhance your connectivity experience. Tailored to your specific needs, our codes create pathways to seamless engagement, transforming transactions, inquiries, and interactions into effortless experiences. At Zuricom, we redefine connectivity at your fingertips, making interactive communication not just a possibility but a simplified reality.

## Voice Tones

### Distinctive Sounds, Memorable Connections

Distinguish your brand in the auditory landscape with Zuricom's Voice Tones – a symphony of distinctive sounds creating memorable connections. From personalized greetings to branded audio content, our service adds a unique touch to your communication, ensuring your brand resonates in the minds of your audience. Elevate your brand identity with Zuricom's Voice Tones, where every communication becomes an unforgettable auditory experience.





# Our Services

Elevate, Engage, Connect Brilliance.



## Caller Tones

### Harmony in Every Ring

Introducing Caller Tones by Zuricom – where your incoming calls become a symphony of personalized harmony. Choose distinctive tones that reflect your style, creating a unique auditory experience for every caller. With Zuricom's Caller Tones, transform the way you answer and hear calls, making every ring a memorable connection that resonates with your individuality. Elevate your calling experience and let your personal soundtrack unfold with Zuricom's Caller Tones service.

## WhatsApp API

### Chat Beyond Limits

Break the barriers of communication with Zuricom's WhatsApp API integration – an invitation to chat beyond limits. Embrace the power of real-time communication on the world's most popular messaging platform. Deliver personalized messages, provide efficient customer support, and engage in meaningful conversations that transcend traditional boundaries. Zuricom ensures your brand not only adapts but thrives in the language of the modern consumer, ensuring your communication is limitless and always in sync with the dynamic pace of today's digital conversations.



# Our Pricing

## SMS Pricing

Please note that up to 160 characters are considered one message. Any message exceeding that character limit will be counted as a new message.

For shared shortcode services, there is a one-time setup fee of Kes. 10,000 and a monthly network fee of Kes. 5,800.

For dedicated shortcode services, there is a one-time setup fee of Kes. 25,000, along with a monthly network fee of Kes. 15,000 + VAT, totaling Kes. 17,400.

SMS Volume	Cost per SMS (KES)
1 - 20,000K	1.00
20,001 - 59,999	0.80
60,000 - 99,999	0.70
100K - 999,999	0.50
1M - 10M	0.30
Above 10M	0.20

## Sender ID

– Sender ID registration is required, with a fee of KES 7,000 per Sender ID for each network (Airtel, Safaricom, and Telkom).

– Safaricom requires a separate Sender ID for transactional and promotional SMS. The mandatory documentation for Sender ID registration includes:

A Sender ID letter, created on the client's letterhead, signed, and stamped.  
A copy of the business certificate of incorporation, trademark license, or business registration license.

### USSD Codes(Shared)

One-time setup fee: Kes. 15,000.  
Monthly rental fee: Kes. 5,800 for prepaid and Kes. 5,800 for postpaid tariff.  
Postpaid tariff incurs a charge of 1.5 shillings per hop.  
A Sender ID letter, created on the client's letterhead, signed, and stamped.  
A copy of the business certificate of incorporation, trademark license, or business registration license.

### USSD Codes(Dedicated)

One-time setup fee for Safaricom and Airtel: Kes. 140,000.  
Monthly fee per network: Kes. 40,000.  
Safaricom also requires a one-month deposit of Kes. 40,000, as requested by Safaricom.  
For Telkom and Equitel setup, you can charge Kes. 75,000 each or Kes. 100,000 (which includes a cost of Kes. 50,000 plus VAT).  
The monthly network fee for all 4 networks is Kes. 40,000.



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Thank You! <<