

Plans to relaunch M-PESA

Available in South Africa since 2010, Vodacom reportedly says that M-PESA failed to gain the same sort of traction as seen in a country like Tanzania for example. The operator plans to relaunch the service in the next two months.



Mobile Money Africa (via IT Web) reports that Vodacom CEO, Shameel Joosub says the operator has reworked the IT platform so that it is better integrated into banks' retail infrastructures.

M-PESA enables unbanked customers to buy airtime (a prevalent use in SA), pay bills and withdraw, transfer and deposit money using a cellphone. It is said to contribute 18.8% to service revenue in Tanzania.

For more:

- Mobile Money Africa: [Vodacom to relaunch M-Pesa...](#)

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