

Airtel, Nexva to launch Malawi's mobile app store

Leading telecommunications services provider, Airtel Malawi, has announced a strategic partnership with neXva Inc., a global provider of white branded app stores, to launch Airtel branded mobile app stores in Malawi.



This new initiative will empower local app developers in Malawi to monetise their content and benefit commercially from the innovation. Under this agreement, neXva will provide Airtel Malawi with a full App store platform that will be deployed through several channels including a customised website, mobile website and Android app as well as a developer portal for the localisation of the app store.

Speaking on the new initiative, Charles Kamoto, Chief Commercial Officer of Airtel Malawi explained: "We want to bring locally relevant mobile applications to our customers and also continue to drive local application development by empowering talented app developers in Malawi. Also, Airtel prepaid customer can buy a premium app directly with airtime."

"We selected neXva for this strategic alliance because of their robust technology offering and the unique advantage they offer local app developers to monetise their content. We realise that localisation is key to the success of Airtel's App store Malawi," he said.

Developers can visit the platform to find detailed information and submit their own mobile app. On the other hand Airtel customers can visit the Appstore to browse and download a wide range of mobile apps that are available.

According to Brian J. Friedman, founder and CEO of neXva, "Bringing neXva's app store platform to Malawi is a great opportunity for neXva and deploying our app store platform along with a highly curated selection of content will, for the first time, bring relevant, localised apps to Airtel Malawi subscribers.

"Localised content combined with our direct connection to the Airtel Africa markets brings a unique opportunity for local and international developers and content providers to monetise their content through neXva's operator billing interface that enables Airtel customers to purchase apps using their airtime" Friedman explained.

The neXva powered Airtel app stores consist of free and premium applications, and will be available for all feature phones and smartphones.