

By Jeje Muhinde;

Airtel Rwanda and Canal+ Rwanda have today launched a partnership, to enable customers to easily make subscription payments.

The new service was launched on Tuesday Sept 21 in Kigali, and it comes on the heels of an ongoing Airtel Money campaign called Free P2P which enables all Airtel Money customers to send and receive any amount of money for FREE.

Speaking at the launch event, Airtel Rwanda Managing Director, Mr. Emmanuel Hamez said “We are delighted to launch this new service on our Airtel Money platform. We welcome all Canal+ customers to enjoy the convenience and simplicity offered by Airtel Money both on the USSD as well as in the My Airtel App”.

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“Free P2P or OherezaAmafaranga Ku Buntu was launched in June 2021 saw Airtel scrap all charges to send and receive money between customers, a major differentiator that positions Airtel Money to become the provider of choice when it comes to payment of good and services such Canal+ that we have launched today” added Mr. Emmanuel Hamez, Airtel Rwanda Managing Director.

Canal+ Rwanda’s Managing Director, Madam Sophie TCHATCHOUA underlined that the partnership gives a great pleasure to allow Canal+ clients to renew their subscription with Airtel Money.

“The successful integration of our mutual services makes life easier for our beloved customers who can now recharge and seamlessly have their images back and all this can be done from the comfort of their home” Tchatchoua said.

To renew your subscription via Airtel Money, customers can simply dial the direct short code string *500*4*3*2*4*1# on either their smartphone or feature phone, input their 14 Digit of their decoder number, select their preferred bouquet and make the payment which is recognized by the Canal+ billing system instantly.

Airtel Africa is a leading provider of telecommunications and mobile money services, with a presence in 14 countries in Africa, primarily in East Africa and Central and West Africa.

Airtel Africa offers an integrated suite of telecommunications solutions to its subscribers, including mobile voice and data services as well as mobile money services both nationally and internationally.

The CANAL + Group is a leader in the publishing of premium channels - the CANAL + channels - and thematic channels as well as in the distribution of pay television offers.

Internationally, the CANAL + Group is experiencing strong growth with a presence in Europe, Africa and Asia.