MTN Rwanda, in collaboration with Bank of Kigali, Thursday24, 2022 announced the launch of ‘Macye Macye’, a Device Financing program that will be funded by the Bank of Kigali and will allow MTN Rwanda customers to purchase smartphones and tablets on credit from any MTN Service center, franchisee shop, or other retail distribution point.

Customers can now own a smartphone of their choice for as low as Rwf 200 per day by dialling *182*12# and going through a simple onboarding process.

According to the program, each device purchased under the device financing program will be bundled with free data, talk time and SMS from MTN.

Customers can choose to pay for their devices in daily, weekly, or monthly payments. All payments will be made via Mobile Money.

MTN customers will be prequalified using a credit score that will be based on customers’ purchases of various telecommunications services such as Voice, Data, SMS, and Mobile Money over the last twelve months.

The telecommunication giant said that their commitment is to offer its customers unmatched personalized services that meet their needs as enshrined in MTN’s overall mission to lead the delivery of digital solutions for Rwanda’s progress.

Mapula Bodibe, the MTN Rwanda Chief Executive Officer said that smartphone affordability has been a barrier to our customers being able to access the mobile internet. Our partnership with Bank of Kigali sets to increase affordability and lighten the burden to avail smartphones to all, which underpins MTN Rwanda’s belief that everyone deserves the benefits of a modern connected life.

Additionally he added, that With ‘Macye Macye’, are committed to creating a more connected world to enable more people to access the power of the Internet and bridge the digital divide in the country, where approximately 75% of the population do not own a smartphone.

According to the program, Bank of Kigali Plc will offer lending services to eligible customers in the smartphone financing scheme whose credit scoring will be in line with BK’s credit qualification criteria.

Dr Diane Karusisi the Chief Executive Officer for Bank of Kigali said that they’re very delighted to partner with MTN Rwanda for the device financing program which we

believe will further accelerate smartphone penetration and empower communities. At Bank of Kigali, we are constantly innovating to create digital products and campaigns that will allow us to serve Rwandans seamlessly, and this program speaks to our belief that everyone should easily access digital financial services."

Speaking at the launch, Yaw Ankoma Agyapong, MTN Rwanda's Chief Consumer and Digital Officer added, "As we give more people affordable opportunities to own smartphones, they will need reliable internet access to enter the digital world. Devices and internet solutions go hand-in-hand; we cannot have one without the other. So, to all our customers, we are saying "Gahunda ni MTN 4G", as we offer affordable 4G packages that are convenient to use for browsing, streaming, and downloading. To our customers who have been on the fence on whether to transition to our 4G network, now is the time."