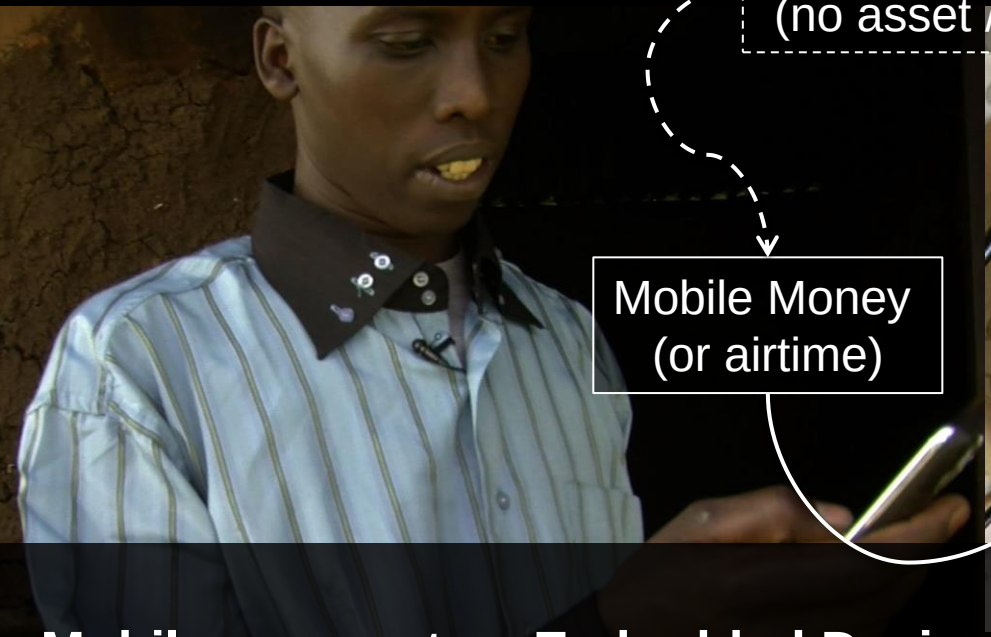


Safaricom

M-KOPA SOLAR



Kerosene = $0.65 / day
(no asset / unproductive spend)



Mobile Money
(or airtime)



$0.50 spend on solar light system per day (productive spend / asset owned in 1 year)

Mobile payments + Embedded Devices

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Distribution:









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Agents:



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Posters:


M-KOPA SOLAR
Mwangaza Mashinani
Ukiwa na kifaa cha d-light solar home system kwa
40/
Pekee kila siku
Nunua kifaa hiki cha d.light solar home system kwa njia rahisi. Lipa deposit ya Kshs. 2,500 halafu ulipe baki kwa malipo ya pole pole kupitia M-PESA na ufaidike na mwangaza wa taa ya Solar kwa miaka mingi ijayo.
Taa tatu kwa mwangaza zaidi nyumbani
Chaji simu yako
Okoa pesa zako, epuka kutumia mafuta taa
Malipo nafuu ya pole pole kupitia M-PESA
Wasiliana na agenti wa M-KOPA
au piga nambari 0707 333222
Safaricom

Radio:



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