

# Multichoice Malawi to launch SMS services

 By [Gregory Gondwe](#)

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Multichoice Malawi has announced that it will be launching mobile phone Short Messaging Service (SMS) for its DSTV customers, which will be used to notify them when their subscription will expire.

“Although DSTV subscribers currently get electronic messages on their accounts and other relevant notifications, it is imperative to use SMS services because the system is very personal,” disclosed Multichoice Malawi sales and marketing manager Chimwemwe Nyirenda.

He said at the moment they are gathering mobile phone numbers for their subscribers, which will facilitate the commencement of the service.

As soon as this process is complete, Nyirenda said the company will launch a campaign to encourage subscribers to send updated information including contact mobile phone numbers and email addresses.

## ABOUT GREGORY GONDWE

Gregory Gondwe is a Malawian journalist who started writing in 1993. He is also a media consultant assisting several international journalists pursuing assignments in Malawi. He holds a Diploma and an Intermediate Certificate in Journalism among other media-related certificates. He can be contacted on [gregorygondwe@gmail.com](mailto:gregorygondwe@gmail.com). Follow him on Twitter at @Kalipochi.

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