

yu launches internet-free Facebook

yu, the mobile phone brand of Essar Telecom Kenya has added Facebook to its Peperusha platform making the social networking site available to subscribers without the need for an internet connection.

By [Carole Kimutai](#) 7 Apr 2011

Users of Peperusha - yu's SMS chat and email service, can now update their facebook status or profiles, as well as chat with their friends and families using their standard mobile phones with no internet capabilities.

"Currently, the market is marching towards a digital era where a lot of companies offer product, services and solutions online. Working on the same concept and leveraging the online digital medium, yu is leading in the social networking revolution in Kenya by providing easy access to Facebook for everyone, without the need for expensive handsets or data plans which has been a major obstacle," said Madhur Taneja yu country manager.

Peperusha is yu's mobile email and chat service for all SMS-enabled mobile phones. "Deploying Facebook on our current Peperusha service will enable our subscribers to send and receive emails and online chat messages via SMS in even the most remote parts of the country," Taneja added.

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