



Another win for the industry as we officially launched the Joint Fraud Awareness Campaign, a united effort by Government, regulators, mobile operators, banks, and industry partners to protect Zambians from fraud.

Airtel leadership and staff were on the ground, actively participating in the vibrant launch at Mutendere Market where we engaged directly with our customers and the community to spread the message:

Be Fraud Smart. Protect Your Money. Protect Your Identity.

#BeFraudSmart #ProtectYourIdentity