

Truecaller to develop headquarters in Nairobi

Truecaller will set up its sub-Saharan Africa headquarters in Nairobi, Kenya and has appointed Zakaria Hersi as its director of partnerships for Africa.

The consumer app reportedly chose Nairobi as a location because of Kenya's high usage of the app. Its users in Kenya has grown by 35% in the last year with a total number of six million users.

Hersi will be responsible for the app's expansion in the region and creating partnerships with numerous eco-system players in his new role.

For more, visit: <https://www.bizcommunity.com>