

Kenya Airways and RoamBuddy Partner to Launch KQSafari Data, Delivering Affordable Global Connectivity

11 September 2025, Nairobi, Kenya – Kenya Airways has officially launched KQSafari Data, an innovative roaming solution designed to provide guests with affordable, seamless, and reliable mobile connectivity across the world. The launch was marked by the signing of a contract between Julius Thairu, our Chief Customer and Commercial Officer, and Mandeep Birdi, Chief Executive Officer, RoamBuddy.

KQSafari Data was born from the Kenya Airways Open Innovation Challenge and developed by the Fahari Innovation Hub into a market-ready solution. It addresses one of the biggest travel pain points: costly and inefficient mobile roaming services. With over 2,250 roaming plans available in more than 180 countries, guests can now stay connected on flexible Country, Regional, or Global packages at a fraction of traditional roaming costs.

Speaking at the signing, Julius Thairu, said: “Our guests deserve more than just a flight. They deserve a connected journey that is seamless, affordable, and stress-free. KQSafari Data ensures they can stay in touch with loved ones and businesses across the globe without worrying about high roaming costs. This is a customer-first innovation that reflects our commitment to protecting travelers and enhancing their entire travel experience.”

Mandeep Birdi, CEO of RoamBuddy, added: “This partnership with Kenya Airways demonstrates the power of collaboration in delivering meaningful solutions for travelers. Together, we are redefining how customers connect when they travel abroad, ensuring convenience, affordability, and peace of mind.”

More than a product launch, KQSafari Data represents Kenya Airways’ commitment to innovation, customer-centricity, and value creation. It also showcases the strength of the Fahari Innovation Hub as a catalyst for turning bold ideas into solutions that benefit travelers across Africa and beyond.

For more information about KQSafari Data and how to access affordable global connectivity, visit www.kqsafaridata.com.

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About Kenya Airways



Kenya Airways (KQ), The Pride of Africa, is a leading African carrier on a mission to propel Africa's prosperity by connecting its people, cultures, and markets. We fly to 42 destinations worldwide, 37 of which are in Africa, connecting over 5 million passengers and over 70,000 Tons of cargo annually through our Hub at Nairobi's Jomo Kenyatta International Airport.

As the sole African carrier in the SkyTeam Alliance, we open up a world of possibilities for our customers, connecting them to over 1,060 destinations in 173 countries. We take pride in offering a delightful flying experience with a caring African touch. Our exceptional African hospitality has consistently earned us global recognition including the prestigious Skytrax World Airline Awards where we were honoured with the Best Airline Staff and Best Airline Cabin Crew in Africa in 2024.

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