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SMS rules in Angola: INACOM, mobile operators, Sender ID and documents

WhatsApp & APIs

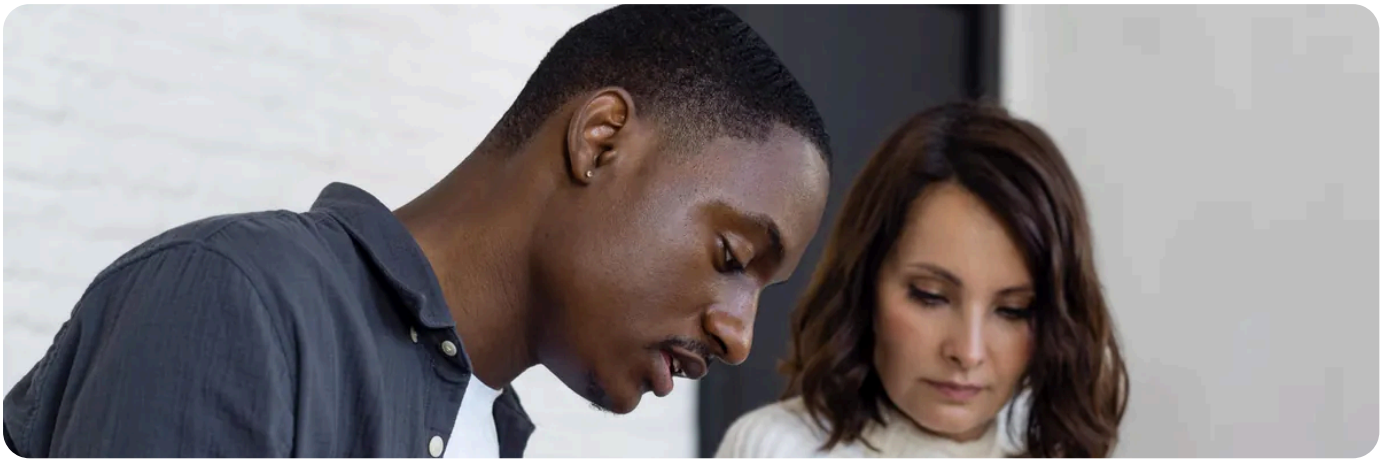
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SMS rules in Angola: INACOM, mobile operators, Sender ID and documents

WhatsApp & APIs Created on **November 12, 2026** 5 min read



The short answer: in Angola, communications are regulated by **INACOM**, the Instituto Angolano das Comunicações (Angolan Communications Institute), and SMS messages reach phones through the mobile operators **Unitel, Movicel and Africell**. For your messages to arrive with your company name, you need a registered **Sender ID**: **we request the registration for you** with the relevant authority and the operators, and all you do is choose the name and send us the documents. While you wait, you can start sending right away with the free **NETMSG** sender.

Who regulates and who delivers the messages

INACOM is the body that regulates communications in Angola, including the mobile networks that carry SMS. The operators, **Unitel, Movicel and Africell**, deliver the messages to their customers' phones. An SMS reaches any mobile phone, even without internet access or apps.

A custom sender name only appears once it has been registered. That registration is what we handle for you, using your company's documents. To learn what it is and when it is worth having, see **what a Sender ID is**.

Documents for a Sender ID in Angola

We ask for three documents from the organisation that will send the messages:

Document	What it must include
Request letter	Signed and stamped by the organisation. We give you a template letter with the request already worded.
Copy of the representative's ID (BI)	Clearly readable, with the representative's details.
Diário da República or business licence (alvará)	The document that shows the organisation exists.

On the request form you also fill in four details:

Detail	What to enter
Organisation	The name of the company or organisation, exactly as it appears on the documents.
NIF	The organisation's tax identification number.
Purpose	What you will use the name for: customer notices, reminders, campaigns.
Sample message	A real message that includes the company name.

Requesting a Sender ID, step by step

1. **Pay the fee** of $50.00 per name, per country, on the SMS page in My MozOut or when you buy SMS credits.
2. **On the SMS page in My MozOut, under Senders**, choose the name (up to 11 characters: letters, numbers and spaces), pick Angola as the country and upload the documents.
3. **Our team checks** the documents and details and **replies within 48 business hours**. If everything is in order, we apply for registration with the relevant authority and the operators.
4. **Once the name is approved**, you choose it in the **"From"** field when you send a message or a campaign.

If the name is not accepted, the request moves to **"Change the name"** and you can pick another one **without paying again**. If the request is rejected for good, **the amount you paid goes back as credit to your account**. For details, see **Sender ID rejected** and **how to request a Sender ID**.

> **!** **Our reply comes within 48 business hours; we give no time frame for final approval.**
> It depends on the operators and the relevant authority. You will receive each reply by e-mail. While you wait, you can send with the free NETMSG sender: see **when NETMSG is enough**.

Marketing or service messages: what changes

Not every SMS is the same. A verification code the customer has just asked for is not the same as a promotion. These are the good practices we follow and recommend:

Type of SMS	Examples	Good practice
Service	Verification codes (OTP), order notices, payment reminders, invoices.	Only to customers who have given you their number. A code the customer requested can go out at any time.

Type of SMS	Examples	Good practice
Marketing	Promotions, news, invitations, campaigns.	Only to people who agreed to receive them, with an opt-out written in the message. On working days and during business hours, never at night.

These are good practices, not the wording of a law. They protect your brand and prevent complaints from recipients. Because named senders, NETMSG included, cannot receive replies, include contact details in the message (phone, e-mail or website) for anyone who wants to opt out. More in **SMS good practices and consent**.

Technical details in Angola

Detail	Angola
Country code	+244
Mobile numbers	9 digits, starting with 9. You can write them with or without the country code: 923456789 and +244 923 456 789 are the same number.
Operators	Unitel, Movicel and Africell
Message without special accents (GSM-7)	Up to 160 characters in one part. In a longer message, 153 per part.
Message with accents such as ã, ç, á or with emojis (Unicode, UCS-2)	Up to 70 characters in one part. In a longer message, 67 per part.
Credits	1 credit for each part.
Maximum length	1,600 characters per message.
Sender name (Sender ID)	Up to 11 characters: letters, numbers and spaces.

A single accent can double the cost.
One “ã” or “ç” is enough to move the whole message to the 70-character limit. See **how many credits an SMS uses** before a large campaign.

Frequently asked questions

Can I use the same name in Angola and in Mozambique? Yes, but it is one request per country: the same name in both countries means two requests. The rules for Mozambique are in **SMS rules in Mozambique**.

How long does approval take? Our team checks the request and replies within 48 business hours. Final approval depends on the operators and the relevant authority, so we do not give a time frame for it. Until then, you can send with NETMSG.

Can customers reply to the SMS? No. Named senders cannot receive replies. Write a phone number, an e-mail address or your website in the message.

Who can request a Sender ID? An organisation with the documents above. The request is made in that organisation's name, and the sender name should be your brand or a short form of it.

Do I need a Sender ID to get started? No. You can send today with NETMSG, with no request, no cost and no documents.

RECOMMENDED

See the Sender ID and credit prices, and start today with NETMSG.

See SMS prices →

SEE ALSO

- How to request a Sender ID: name rules, documents and the review →
- What a Sender ID is: SMS that arrive with your company name instead of a number →
- The free NETMSG sender: when it is enough and when to request your own name →
- SMS good practices and consent: who you may send to and how to let people opt out →
- How many credits an SMS uses: 160, 153, 70 and 67 characters explained →
- SMS rules in Mozambique: INCM, mobile operators, Sender ID and documents →

Mozout

MozOut International

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