# BulkSMS becomes anchor for Celerity as group prepares Kero multimedia messaging rollout



BulkSMS, one of South Africa’s longest‑standing business messaging platforms, has been repositioned as the anchor product of a new parent brand called Celerity, the company announced this month. According to the original IT News Africa report, the move is presented as the start of a broader push to offer programmable, multi‑channel messaging infrastructure to enterprises across Africa and internationally. The company’s public materials position Celerity as a vehicle to package BulkSMS’s proven SMS capability alongside emerging, richer messaging services. (Speaking to IT News Africa, the group framed the change as an expansion rather than a replacement.)

Speaking to IT News Africa, Richard Simpson, Managing Director, described BulkSMS as “the foundation on which Celerity is built,” and stressed that existing BulkSMS customers will continue to use the familiar platform even as they gain access to a wider ecosystem of services. That continuity is echoed on BulkSMS’s corporate pages, which set out the product’s long history in application‑to‑person (A2P) messaging and its role serving sectors such as retail, finance, healthcare, logistics, education and public services. The company claims the repositioning will preserve the reliability, compliance and ease of use that customers expect while opening routes to new capabilities.

The group’s stated product roadmap centres on enhanced analytics, cross‑platform APIs and the gradual rollout of additional channels such as WhatsApp Business, RCS and push notifications. IT News Africa summarised those planned enhancements and the business’s intention to deliver deeper integrations and richer reporting. The announcement also previewed Kero, a complementary product that Celerity says will target high‑volume, multimedia business messaging and is expected to be introduced in September as part of a phased rollout.

Kero’s own marketing materials set out the capabilities that will distinguish it from the BulkSMS service: interactive, media‑rich messages (images, video, carousels and action buttons), JSON APIs for developers, verified sender IDs and SMS fallback to preserve delivery in environments where rich channels are unavailable. According to the Kero site, the product will offer unified analytics and developer resources intended to serve retail, banking, healthcare and logistics use cases, and will be marketed alongside BulkSMS as part of the Celerity portfolio.

Celerity’s corporate site and BulkSMS legal documents provide formal detail on the group’s structure and footprint. The terms and conditions list Celerity Systems (Pty) Ltd as the South African legal entity and Celerity Messaging UK Ltd as the UK entity, and the company states it operates from Cape Town and the United Kingdom. BulkSMS’s company history pages note the brand’s origins and its claim to global delivery across more than 200 countries, framing the repositioning as an organisational consolidation under the Celerity name.

The company repeatedly emphasises regulatory compliance and local market knowledge. BulkSMS’s South Africa‑focused pages underscore features important to local customers — shortcodes, premium‑rated SMS options, long numbers and guidance on consent, unsubscribe procedures and WASPA rules — and describe pricing and concessions for non‑profits, schools and faith groups. Those pages present the platform as one with practical local experience of the regulatory and operational constraints that matter to senders in the region.

Viewed from the market’s perspective, the repositioning follows a wider industry trend: operators that began with SMS are packaging those capabilities into broader, multi‑channel messaging stacks as customers demand richer customer experiences and more granular analytics. Celerity’s materials and the BulkSMS announcement claim the group will marry SMS’s reliability with richer engagement tools and enterprise support; those are company claims about future capability rather than independently verified outcomes, and their delivery will be visible only as Kero’s rollout and the planned API upgrades are implemented.

For BulkSMS customers the immediate message is one of continuity with optional upgrade paths: the company says the existing SMS service will remain intact while new, richer channels and analytics are introduced under the Celerity umbrella. Speaking to IT News Africa, Peter Reynolds, General Manager, summarised the new brand structure as giving “clarity to our offering,” with BulkSMS remaining the trusted “workhorse” for critical SMS and Kero bringing intelligent multimedia capability later in the year.

### 📌 Reference Map:

## Reference Map:

* Paragraph 1 – [[1]](https://www.itnewsafrica.com/2025/08/bulksms-powers-ahead-under-new-parent-brand-celerity/), [[3]](https://celerity.chat/)
* Paragraph 2 – [[1]](https://www.itnewsafrica.com/2025/08/bulksms-powers-ahead-under-new-parent-brand-celerity/), [[4]](https://www.bulksms.com/company/index.htm)
* Paragraph 3 – [[1]](https://www.itnewsafrica.com/2025/08/bulksms-powers-ahead-under-new-parent-brand-celerity/), [[2]](https://www.itnewsafrica.com/2025/08/bulksms-powers-ahead-under-new-parent-brand-celerity/), [[6]](https://www.kero.chat/)
* Paragraph 4 – [[6]](https://www.kero.chat/)
* Paragraph 5 – [[5]](https://www.bulksms.com/company/terms-and-conditions-july-2024.htm), [[4]](https://www.bulksms.com/company/index.htm)
* Paragraph 6 – [[7]](https://www.bulksms.com/countries/s/south-africa)
* Paragraph 7 – [[3]](https://celerity.chat/), [[1]](https://www.itnewsafrica.com/2025/08/bulksms-powers-ahead-under-new-parent-brand-celerity/)
* Paragraph 8 – [[1]](https://www.itnewsafrica.com/2025/08/bulksms-powers-ahead-under-new-parent-brand-celerity/), [[2]](https://www.itnewsafrica.com/2025/08/bulksms-powers-ahead-under-new-parent-brand-celerity/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.itnewsafrica.com/2025/08/bulksms-powers-ahead-under-new-parent-brand-celerity/> - Please view link - unable to able to access data
2. <https://www.itnewsafrica.com/2025/08/bulksms-powers-ahead-under-new-parent-brand-celerity/> - IT News Africa reports that BulkSMS, a long‑standing South African business messaging platform, has become the anchor product of a newly launched parent brand, Celerity. The piece summarises BulkSMS’s two decades of SMS experience across sectors such as retail, finance, healthcare, logistics, education and public services, and quotes Managing Director Richard Simpson and General Manager Peter Reynolds describing BulkSMS as the foundation of Celerity. It outlines plans for improved analytics, cross‑platform APIs, and new channels including WhatsApp Business and RCS, mentions operations in Cape Town and London, and previews Kero, a complementary rich‑messaging product due in September for enterprise customers regionally.
3. <https://celerity.chat/> - Celerity.chat is the corporate website for Celerity, presenting itself as a provider of scalable, secure business messaging infrastructure. The homepage highlights product lines including BulkSMS for high‑volume SMS, Kero for rich business messaging and an SMS Gateway API, emphasising reliability, analytics and multi‑channel support such as RCS. The site includes an About, Leadership and Newsroom section, blog posts outlining product features, and contact forms for demos. Legal and compliance links reference industry bodies. The site positions Celerity as the parent brand offering programmable messaging infrastructure to enterprises seeking compliant, multi‑channel communications across regions with operations and support available internationally globally.
4. <https://www.bulksms.com/company/index.htm> - The BulkSMS company page explains that BulkSMS.com is a division of Celerity Systems (Pty) Ltd, established in 2000, and describes its history beginning with SMS weather updates in 1997. It outlines BulkSMS’s focus on application‑to‑person messaging (A2P), global reach across 200+ countries, and product offerings such as desktop SMS messenger, API services and integration options. The page lists corporate details including Celerity group entities and registration numbers, company values, and contact information. It frames BulkSMS as an enterprise‑grade, reliable messaging provider serving businesses, public benefit organisations and individuals worldwide and highlights compliance, scalability and customer support as key differentiators globally.
5. <https://www.bulksms.com/company/terms-and-conditions-july-2024.htm> - The BulkSMS terms and conditions page provides legal and contact information, listing Celerity Systems (Pty) Ltd as the South African legal entity with a Cape Town address, and Celerity Messaging UK Ltd as the United Kingdom entity with an address in Crawley. It presents company registration numbers, domicilium details, and official contact channels including telephone and email. The document clarifies territorial coverage and governance of services, demonstrating that BulkSMS operates under the Celerity corporate group across multiple jurisdictions and maintains formal legal presences in both South Africa and the United Kingdom, supporting its claim of scalable, regulated messaging infrastructure services.
6. <https://www.kero.chat/> - The Kero website describes Kero as a rich business messaging platform under the Celerity group offering RCS and WhatsApp Business capabilities. It emphasises interactive, media‑rich messages such as images, videos, carousels and buttons, plus JSON APIs, analytics, verified sender IDs and SMS fallback for guaranteed delivery. Kero positions itself to serve sectors including retail, banking, healthcare and logistics and offers demos and developer resources. The site highlights security, compliance features and unified analytics, presenting Kero as the complementary product to BulkSMS for high‑volume, multimedia customer communications that enhance engagement and operational efficiency, with phased rollout plans and enterprise support worldwide.
7. <https://www.bulksms.com/countries/s/south-africa> - The BulkSMS South Africa country page details services and pricing for South African customers, highlighting local features such as shortcodes, premium‑rated SMS, long numbers and discounted rates for non‑profits, schools and faith groups. It outlines regulatory guidance relevant to South Africa, including consent, unsubscribe requirements and WASPA rules, and provides practical advice on send times, competitions and compliance. The page promotes the platform’s capabilities — web app, API, integrations and reporting — and underscores BulkSMS’s local expertise, support and tailored offerings for businesses operating within the South African regulatory and market environment while emphasising reliable delivery, reporting and customer service for enterprises.