

## Truecaller now has 150m daily active users across the world



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Truecaller now has over 150-million daily active users, the company announced last week.



Image credit: Truecaller.

This comes after its <u>announcement in April 2018</u>, when it crossed the 100-million daily active user barrier. Back then, around 20% of those users resided in Africa, but Truecaller attributes its recent growth spurt to users in India.



Truecaller eyes out sub-Saharan Africa's mobile payment space



The company added that it now ranks third in the country as the most-used communications app in the country, behind WhatsApp and Facebook Messenger.

150 million people use <u>#Truecaller</u> every day! We're so proud to be able to help you throughout your daily communication (and to kick those spammers to the curb, too) <u>\*\*\* https://t.co/dMBJXABrNF pic.twitter.com/MnLVclul15</u>—Truecaller (@Truecaller) <u>September 4, 2019</u>

The caller ID app has recently added a number of features, including instant messaging of its own, a smart dialer, and a spam filter for SMSes.

The app has also been downloaded more than 500-million times globally, it added.



New Truecaller feature allows backup on Google Drive



Truecaller's also set to add two features to its upcoming build, including a full screen caller ID system, which allows users to see whether an "incoming call is personal, business, or spam", and call alerts, which sends an alert to users before a call is placed on a network.

## ABOUT ANDY WALKER

Camper by day, run-and-gunner by night, Andy is editor at Memeburn and prefers his toast like his coffee -- dark and crunchy. Specialising in spotting the next big Instagram cat star, Andy also dabbles in smartphone and game reviews over on Gearburn.

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