

# Mara Online challenges WhatsApp dominance in Africa



Mfonobong Nsehe (Forbes.com) reports that Ugandan businessman Ashish J. Thakkar's Mara Online aims to challenge the dominance of WhatsApp messenger in Africa with the launch of its own app dubbed [Mara Messenger](#). According to the report, Thakkar said the new app "has been tailored to the needs of the African consumer, and will be a more localised mobile messaging application that allows people to connect with their friends, families, and colleagues around the world."

## For more:

- Forbes: [Mara Online Challenges WhatsApp With New African Messaging App](#) by Mfonobong Nsehe

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