

Communiqué

Clarification on Mass SMS Messaging

The Energy Efficiency Management Office (EEMO) wishes to inform the public regarding the recent SMS message issued by Mauritius Telecom (MT) under the sender name “EEMO” following the Red Alert issued by the Central Electricity Board (CEB) on 16 October 2025 due to a temporary deficit in power generation capacity.

The message was:

“ALERT ROUZ CEB! Pu diminyer demann elektrisite ant 6h ek 9h asoir, teyn bann lalimier ek laparey ki pa pe servi ek regler aircon lor 26C, mersi”

The purpose of this mass messaging exercise was solely to seek the urgent support of the public to reduce electricity consumption during the night-time peak hours (18:00 to 21:00) to help maintain the stability of the national grid and reduce the risk of electricity supply disruptions.

This initiative forms part of the ongoing National Energy Saving Campaign, launched jointly by the Ministry of Energy and Public Utilities in collaboration with the EEMO and the CEB. Mauritius Telecom has agreed to support this national campaign by providing the mass SMS messaging service to the public.

The public is hereby reassured that this collaboration strictly adheres to the principles of the Data Protection Act (DPA).

Mauritius Telecom has not provided the telephone numbers or any personal data of its subscribers to the EEMO. The SMS message was issued directly by Mauritius Telecom using its own subscriber database. The sender name “EEMO” was configured as the official Sender ID by MT to place the message in the proper context.

EEMO wishes to thank all citizens for their continued cooperation and commitment to saving energy, which is vital for curbing our national energy demand during critical periods.

October 16, 2025

Energy Efficiency Management Office (EEMO)