Orange Botswana (PTY) Ltd was first founded in 1998 when it was formerly known as Vista Cellular (PTY) Ltd where it was awarded a mobile licensing contract of 15 year, of which the licenses had a 10 year exclusivity period. Within one year they had a customer base numbering 28000 as one of the two mobile services provider.

In March 2003 Vista Cellular (PTY) Ltd changed its name to Orange Botswana (PTY) Ltd.

Since then Orange remained in second place in the mobile market, has grown to a market share of 32%, and a base of 906,000 subscribers at the end of the year. Wholesale mobile services are provided by Botswana Fiber Networks (BoFiNet) and a newcomer, Liquid Telecom, in collaboration with the electricity operator Botswana Power Corporation (BPC).

Orange was the first mobile operator to launch 4G services and continued to expand its 4G coverage in 2016, which stood at 30% at the end of the year. Orange covers 55% of the population with its 3G services, and most of the population with mobile services. The Orange Money solution maintained its position as a leading provider of mobile payment services, with a market share of 68%.