

Campaign Registry Application Form for SMS Service

Dear Customer,

As per the new guidelines related to SMS Campaign service by industry carriers, it is mandatory to fill the application form by agreeing below terms & conditions:

Legal Company Name	
Country of Registration	
TAX number ID/EIN	
Address /Street	
City	
State/Region	
Postal code/ZIP code	
Vertical (Type of company industry)	

Please check the box below as per your requirement

☐ SMS Service up to 49 Numbers

☐ SMS Service for 50 & above Numbers

Fees:

NRC 13,200 INR

MRC 160 – 2400 INR Based on Use Case
per month on the entire account
refer below table

Fees:

NRC: 13,200 INR +pooling request 8000 INR =21,200INR

MRC 160 – 2400 INR Based on Use Case
per month on the entire account
refer below table

Please select your intended Use Case from the below table, Based on your selected below Use Case, Monthly Fee will be charged on the entire account. Using any other Use Case apart from the selected then a penalty of \$1000 per incident is applicable.

Select the Use Case	USE CASE		Select the Use Case	Special Campaign Type USE CASE	
	TCR	MONTHLY FEE		TCR	MONTHLY FEE
<input type="checkbox"/>	2FA	800 INR	<input type="checkbox"/>	Agents and Franchises	2400 INR
<input type="checkbox"/>	Account Notification	800 INR	<input type="checkbox"/>	Carrier Exemptions	800 INR
<input type="checkbox"/>	Customer Care	800 INR	<input type="checkbox"/>	Charity	240 INR
<input type="checkbox"/>	Delivery Notification	800 INR	<input type="checkbox"/>	Emergency	400 INR
<input type="checkbox"/>	Fraud Alert Messaging	800 INR	<input type="checkbox"/>	K-12 Education	800 INR
<input type="checkbox"/>	Higher Education	800 INR	<input type="checkbox"/>	Political	800 INR
<input type="checkbox"/>	Low Volume Mixed	160 INR	<input type="checkbox"/>	Proxy	800 INR
<input type="checkbox"/>	Marketing	800 INR	<input type="checkbox"/>	Social	800 INR
<input type="checkbox"/>	Mixed	800 INR	<input type="checkbox"/>	Sole Proprietor	60 INR
<input type="checkbox"/>	Polling and voting	800 INR	<input type="checkbox"/>	Sweepstake	800 INR
<input type="checkbox"/>	Public Service Announcement	800 INR	<input type="checkbox"/>	Platform Free Trial	0 INR
<input type="checkbox"/>	Security Alert	800 INR	<input type="checkbox"/>	UCaaS High Volume	800 INR
			<input type="checkbox"/>	UCaaS Low Volume	160 INR

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SMS MRC Fee: 160 INR per user/month for 200 Messages per month

Example if you have 10 numbers the total will be (200X10) 2000 allowed messages on whole account

Number of characters in a message should not exceed 160 letters (This is intended for person-to-person messaging)

By checking the boxes below, I agree to the following terms & conditions:

☐ I agree to pay the specified monthly fee based on the selected Use Case for the entire account.

☐ I agree to pay a 80,000 INR penalty per incident if using any other use case apart from selected.

☐ I agree to pay both the SMS Campaign Registry & SMS MRC Fee.

☐ I agree to pay a 80,000 INR penalty per incident for Program Evasion.

- Provisioning new numbers to evade compliance: Attempting to use new 10DLC numbers to continue to send SPAM messages if another number is suspended or deactivated
- Snowshoeing: An account may not utilize any technique to spread messages across many source 10-Digit Long Code Numbers, specifically to dilute reputation metrics and evade spam filters
- Approved Content evasion: An account may not send message content, using a 10-Digit Long Code Number and campaign ID, that differs from the information provided for an approved campaign service during registration.

☐ I agree to pay 800,000 INR penalty per incident if in case I or My Company or Employees is involved accidentally or Voluntarily using SMS Campaign for Social marketing, Collections, Financial services, whether account notifications, marketing, collections, or billing i.e. High-risk/subprime lending/credit card companies, Auto loans, Mortgages, Payday loans, Short-term loans, Student loans, Debt consolidation/reduction/forgiveness, Insurance, Car Insurance, Health Insurance, Gambling, Casino, and Bingo, Gift cards, Sweepstakes, Free prizes, Investment opportunities, Lead generation, Recruiting, Commission programs, Credit repair, Tax relief, Illicit or illegal substances (including Cannabis), Work from home, Get rich quick, UGGS and RayBan campaigns, Phishing, Fraud or scams, Cannabis, Deceptive marketing, SHAFT: Sex, Hate, Alcohol, Firearms or Tobacco. Due to high volumes of consumer complaints, messages containing the following content are marked as content violation and may be blocked by carriers if sent over messaging, regardless of opt-in status.

By my signature, I acknowledge that I have read, understand, and agree to the SMS Campaign Registry fee, Monthly SMS fee, Usage, Penalty & Policies.

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