



COMMERCIALS FOR SMS

Bulk SMS pricing

Plan Definition	
Basic Plan	0- 99,999 SMS
Plus Plan	100,000 - 499,999 SMS
Premium Plan	500,000 - 999,999 SMS
Max Plan	1,000,000+ SMS

Bulk SMS(Corporate Bind & Open Bind)				
Corporate Bind(MTN)	Basic Plan	Plus Plan	Premium Plan	Max Plan
	₦3.20	₦3.00	₦2.80	₦2.70
Corporate Bind(9Mobile)	₦4.40	₦4.30	₦4.30	₦4.20
OpenBind(other telcos)	₦2.20	₦2.20	₦2.15	₦2.15

Notes:

1. The corporate bind is available and is able to send to numbers on the DND (do not disturb List). They have 70% revenue market share and they have the most foolproof solution.

2. The corporate bind is for solicited and transactional messages.
3. In order for you to be able to send messages successfully through the Corporate Bind, your Sender ID will have to be approved for whitelisting by the NCC. Once NCC approves the sender ID, The telcos will then whitelist the sender ID on their end. We do not have a timeline for approval, as the timeline is solely dependent on the NCC.
4. The open bind is able to send messages to all numbers that are not on the DND. We also register open bind sender IDs on Airtel.
5. NCC's approval for sender IDs is only for licensed financial service companies. In this case the licensing body is the CBN. For sender IDs that do not fall into this category, they are required to inform their clients to opt out of the DND to be able to receive messages.

KYC Requirements

1. A Nigerian Company Certificate of incorporation.
2. Valid form of identification (Int'l Passport/ National ID).
3. Customer contact form
4. Signed letter of request. A sample of the messages you'll be sending should be included in the letter. This letter should describe the nature of the business, the messages being sent and also stating they are solicited for and are transactional. It should be written on the official letterhead and signed by a C-level Executive.
5. Airtel Signed letter of request on company letterhead. This should describe the services the id will be used for. This letter is a request to Airtel to allow delivery of messages on their network
6. Copy of CBN license for corporate bind whitelisting.