



BULK SMS SENDER ID (NUMBER MASK) REQUEST FORM

Name of the Company	
Account No./TK (If an existing Customer)	
Sales Code / Virtual Number	

No.	Required Sender ID (Max. 11 characters)											Billing Number (MSISDN)	Declaration of Sender ID used for:	
													Promotional SMS Only	Transactional SMS Only
1													☐	☐
2													☐	☐
3													☐	☐
4													☐	☐
5													☐	☐

Important:

1. A sender ID/Number Mask can be used for either promotional SMS or Transactional SMS and cannot be used for both types of messages.
2. Levy will be charged for all messages originating from Sender IDs/ Number Mask(s) used for promotional SMS.
3. Hutch shall not take any responsibility for any wrongful declaration under the abovementioned Bulk SMS Sender ID (Number Mask) Request Form by the Company.
4. This document should be read along with the enclosed Annexure I (General Terms).

Authorized Signatory
Signature & Company Rubber Stamp

Annexure I

General Terms

Bulk SMS provided by Hutchison Telecommunications Lanka (Private) Limited (Hutch).

Hutch's Bulk SMS system is capable of configuring a sender ID/number mask for either Transactional SMS or Promotional SMS.

You hereby agree and acknowledge that;

- (i) a levy on short message services (the levy) was imposed on the bulk advertisements sent through short message (SMS) services with effect from 1 Jan 2019 under part XIII of the Finance Act No. 35 of 2018 and regulations published in the Extraordinary Gazette No. 2104/16 dated 31 December 2018 to mobile operators;
- (ii) the levy was imposed under the amendment of the Finance Act. No. 35 of 2018, certified on 13 December 2023 to fixed operators as well;
- (iii) the levy shall be paid by the advertiser who intends to advertise through SMS in respect of which the levy is charged, to the respective mobile telephone operators who provide the SMS Service, currently at the rate of 25 cents (Rs. 0.25) per SMS (subject to change);
- (iv) the levy paid to the mobile operators by the advertiser does not form part of the revenue of operators and the operators shall remit the levy to the Telecommunication Regulatory Commission of Sri Lanka;
- (v) the same sender ID/ number mask cannot be used for both types of messages also each promotional message should carry an opt-out option to enable the customers to conveniently discontinue receipt of promotional messages and the opt-out facility should be free of cost to the customer;
- (vi) the said sender ID/number mask should relate to your business, or as authorized by a relevant business entity that has granted permission to send the promotional/alert on its behalf by using the Bulk SMS portal provided by Hutch;
- (vii) promotional messages will be blocked from 8.00 p.m. in the evening till 8.00 a.m. on the following day as regulated by TRCSL;
- (viii) the advertiser shall be responsible for declaring/indicating the sender ID/number mask aligned with the right category (either transactional or promotional SMS) on the Bulk SMS Sender ID (Number Mask) Registration Form; and
- (ix) Hutch shall not take any responsibility for any wrongful declaration under the abovementioned Bulk SMS Sender ID (Number Mask) Registration Form.