



### BULK SMS SUBSCRIPTION FORM

Dear Sir/Madam,

Kindly broadcast Bulk SMS on behalf of \_\_\_\_\_ (company name) as follows:

1. Sender ID: \_\_\_\_\_ (*maximum 11 alpha numeric characters*)
2. Bulk SMS schedule date (*DD/MM/YYYY*) \_\_\_\_\_
3. Time (optional) \_\_\_\_\_ **AM/PM** (*Restricted beyond 8PM*)
4. Total number of subscribers for which the Bulk SMS is to be sent (*tick appropriate*)  
 • Customized list (provide the list in excel format – make sure the list includes only B-mobile numbers and are in one column)  
 • Whole Bhutan
5. Message content (*must not exceed 160 characters including spaces*)  
" \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ "

#### **Undertaking:**

Bhutan Telecom shall not be held liable for any issues arising out of broadcasting the SMS as mentioned above.

Authorized Name:

First Name: \_\_\_\_\_ Second Name \_\_\_\_\_ Third Name \_\_\_\_\_

#### **Important Notes**

- Bulk SMS charge for whole Bhutan is Nu. 30,000.
- Payment must be made along with this form either in cash or cheque or e-payment in the name of Bhutan Telecom.
- Customized list (provide the list in excel format – make sure the list includes only B-mobile numbers and are in one column)
- 5% GST is applicable to invoice (Eg: Actual amount 1000 plus 5% GST)
- Must follow code of conduct laid down by BICMA while framing the SMS content and



sending SMS.

- The minimum basic slab of Nu.1,000 shall apply for subscriber count up to 5000 *(Additional charge is applicable if the SMS count exceeds).*
- Sending messages beyond 8:00 PM is restricted to reduce customer complaints.

Customer's Signature

Contact number: \_\_\_\_\_ Email ID: \_\_\_\_\_