|  |
| --- |
| TSMS  The Techsoft Media Co. |
|  |

**Guidelines for filling the NOC (SMS Sender name) document**

1. NOC should be put on company letter head and needs to be duly signed by authorized signatory of the company as defined in the trade license or POA
2. NOC should carry the date.
3. The NOC should carry the SEAL of the company over the signature of the authorized signatory of the company as defined in the trade license or POA
4. Sender name can be a **Maximum of 11 Characters** without special characters. Space is also considered as a character. For promotional sender names, “AD-“ is also calculated as 3 characters.
5. All Promotional sender names for UAE requires prefix of “AD-“. For example, if your company name is “MYBRAND”, then the promotional sender name should be “AD-MYBRAND”. No need to add this for transactional sender names.
6. Clearly specify the promotional sender name and transactional sender name in separate lines
7. In case of multiple sender name request, Sender names should be mentioned separately in the area provided.
8. It is mandatory to submit a copy of the Trade License of the company which is applying for the sender name. In case the sender name is different from company name, proper document supporting the relation between the company name and sender name should be submitted.
9. In case of multiple sender name request, trade license of all the companies should be submitted.
10. It is mandatory to describe the reason and the type of message (transactional or promotional) for each sender names requested.
11. If a sender name is required for both type of messaging i.e. Promotional and Transactional, then the same sender names should be mentioned in two rows, once with message type “Transactional” and second one with message type “Promotional”
12. If the sender name letter is provided to a reseller or agency, then reseller / agency should submit a separate NOC to authorize Essentially TSMS along with Trade license copy. Multiple sender names can be combined in one NOC from the Reseller / Agency to Essentially TSMS.