

UNDERTAKING FOR USING MAGIC SMS
BULK SMS PUSH PLATFORM

We, as detailed herein, undertake to ensure that we have the prior approval of /agreement with all mobile telephony subscribers to whom the bulk SMS is sent or intended to be sent by us. We shall further ensure that we comply with applicable requirements of The Telecom Unsolicited Commercial Communications Regulations, 2007 and any amendments thereof and/or any rule, regulation, direction, laws, judgments, etc issued in this regard by the Department of Telecommunication ("DoT") and/or the Telecom Regulatory Authority of India ("TRAI") and/or any competent authority.

We, at all times, undertake to ensure that we have the requisite permission, consent, authority, approval from the intended recipient and shall not, in absence or ignorance of such an approval/consent/permission, send or transmit any communication to the intended recipient.

We hereby undertake to indemnify, hold harmless and defend MAGIC SMS, its affiliates and their respective employees, officers, agents and directors against any claim (alleging violation of the above-mentioned regulations) by a third party, including statutory/regulatory authority(s), for any and/or all damages, costs, expenses, penalties which may be claimed from MAGIC SMS.

We further indemnify MAGIC SMS against any financial or consequential damages, costs, expenses, penalties resulting out of any SPAM reported with respect to either the SMS content or mobile number recipients' consent not being taken or any other compliance issue not adhered to /ignored /omitted by us or any other negligence on our part.

Company Name											
Company Address											
Contact Person											
Mobile Number											
Email address											
Landline No. With STD code											
Company Website											

- A. Purpose of the SMS (Please tick mark (✓) the relevant category):**
- Promotional SMS (SALE / Store Opening / New Arrival / Discount etc)
 - Service (Alerts / Updates / Reminders _____)
 - Others: (Attach a separate sheet, if required)

B. Maximum 6 Characters Long Sender Name:

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Authorized Signatory: (with Company Stamp)

Date: ____ / ____ / ____