FROM:

TO: Network Operations Team (NOC)
BLOOMWIRE (PRIVATE) LIMITED

SUBJECT: REQUEST FOR SMS SENDER ID (NUMBER MASK) REGISTRATION

We are writing to formally request the whitelisting of the following Sender IDs for sending SMS to our customers through the Unecast Bulk SMS portal. The details are as follows:

No.	Required Sender ID (Max. 11 characters) (Do not use the same Sender ID for both Promotional and Transactional SMS)											Declaration of Sender ID used for:	
												Company	Type
1													
2													
3													
4													
5													
6													
7													
8													
9													
10													

We hereby agree and acknowledge that:

(i) a levy on short message services (the levy) was imposed on mobile operators in respect of bulk advertisements sent through short message (SMS) services with effect from 1 January 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;

   a. the levy was extended to fixed-line operators by the amendment to the Finance Act No. 35 of 2018, certified on 13 December 2023;
   b. 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 telecommunication operators who provide the SMS service, currently at the rate of 25 cents (Rs. 0.25) per SMS (subject to change);
   c. the levy paid to the operators by the advertiser does not form part of the revenue of operators and the operators shall remit the levy to the Telecommunications Regulatory Commission of Sri Lanka (TRCSL);

(ii) 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;
(iii) the said sender ID/number mask belongs to our business, or we have been authorized by the relevant business entity to send promotional/transactional messages on its behalf by using the Bulk SMS portal provided by BLOOMWIRE (PRIVATE) LIMITED;
(iv) promotional messages will be blocked from 8.00 p.m. until 8.00 a.m. on the following day as regulated by TRCSL;
(v) the advertiser shall be responsible for declaring/indicating the sender ID/number mask aligned with the right category (either transactional or promotional SMS) in this request; and
(vi) the service provider (BLOOMWIRE (PRIVATE) LIMITED) shall not take any responsibility for any wrongful declaration made in this request.

We further confirm that these Sender IDs will be used solely for legitimate communication with our customers, in strict compliance with all applicable laws and regulatory guidelines. No spam, illegal, phishing, political, obscene, or sexually oriented messages will be sent using them, and we accept full responsibility for all content sent via these Sender IDs.

Sincerely,