To,

SMSGATEWAYHUB Technologies Resources Pvt Ltd.,

109, Royal Ratan Building (Opp. Kasliwal Honda)

7,MG Road. Indore (M.P.) Pin : 452001

Indore, MP

452001

 **UNDERTAKING CUM INDEMINITY BOND**

Dear Sir,

This undertaking is signed and executed by me (state full name & job title of the person signing it) on behalf of ­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (state the name of the company/firm i.e. the client & its address) on this \_\_\_\_\_\_ day of November 2011 forSender ID :…………….. provided by SMSGATEWAYHUB Technology solution,. for sending SMS.

1. That I solemnly affirm and declare that I am fully authorized and empowered to sign and execute this undertaking-cum-indemnity bond for and on behalf of the company/firm known as (state the name & address of the client)
2. That I am fully aware of and well conversant with the “Telecom Commercial Communications Customer Preference Regulations 2010” issued by the Telecom Regulatory Authority of India with respect to Unsolicited Commercial Communication (“UCC Regulations”)
3. That I am also fully aware of & well conversant with the implications for the violations of the UCC Regulations including the penal and financial related actions against the violation of the UCC Regulations. For avoidance of doubt, I understand that the penalty schedule for breach of the UCC regulation is as follows:

|  |  |
| --- | --- |
| **Complaint Number** | **Penalty (in INR)** |
| 1st Complaint | 25,000 |
| 2nd Complaint | 75,000 |
| 3rd Complaint | 80,000 |
| 4th Complaint | 120,000 |
| 5th Complaint | 150,000 |
| 6th Complaint | 250,000 |

1. That I undertake to abide by the said UCC Regulations by making my company (full name of the client) liable for any breach of the UCC Regulations by my company namely (full name of the client) for the Sender ID :………………….. its directors, employees, agents, sub-agents, and/or any person acting on behalf of the company for any punitive action for violation of the said UCC Regulations.
2. That I undertake to indemnify and always keep indemnified SMSGATEWAYHUB., their directors, officers and employees for any loss or damage suffered by them on account of any breach or violation of the UCC Regulations by my company namely (state the name of the client company), its directors, employees, agents, sub-agents, and/or any person acting on behalf of the company.

WITNESSES: EXECUTANT

1. (Full name & description/designation &

 & also name of the company)

 2.

Date:

**To WHOMSOEVER IT May Concern**

This is to certify that “XYZ Ltd” is duly authorized to use “ABCXYZ” as their sender ID for using the SMS services.

We further state that the right to use our sender ID has been granted to XYZ Ltd.

We hereby undertake the responsibility and accountability for such usage and we explicitly declare that we shall be responsible for any claims made against such usage of “ABC” (sender ID) by XYZ Ltd.

We request your kind co-operation for allowing XYZ Ltd to use “ABC” as their sender ID for the registered SMS services.

Thanking you,

Yours truly,

Authorized Signatory

**Note**: As per TRAI rules Sender ID shall comprise of 6 characters.