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India One-way Sender ID Carrier Approval Form (CAF)

Complete this form to send a one-way text message.

See SMS carrier approval process, forms, and examples for details.

CONTENT PROVIDER INFORMATION

Destination/country If the message flow is unique per sender IDs, then an additional CAF is required.	
Company name	
Customer contact name	
Address	
Email address	
Contact number	
Contact name To use for two-factor authentication to access the SMS messages in your original order.	
Email address To use for two-factor authentication to access the SMS messages in your original order.	

Enable international message delivery? This enables you to send SMS messages to mobile numbers beyond the primary destination country. This is supported only if you have agreed to pay for the SMS messages in your original order.

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PROGRAM CATEGORY

List the sender ID names in order of preference.

Use alphanumeric characters, such as a-z, A-Z, and 0-9. Sender IDs are assigned based on availability. For more information, see **Request a custom SMS sender ID**.

1st choice sender ID name:

2nd choice sender ID name:

3rd choice sender ID name:

4th choice sender ID name:

5th choice sender ID name:

6th choice sender ID name:

This is for
(select one)

Creating a new account

Registering the sender

Note: You cannot use the same sender ID to send transactional SMS messages and promotional SMS messages.

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ACTION CATEGORY

Select one	New SMS program / campaign:
	Other: (Please specify)

SERVICE TYPE

Important	**SMS messages that use promotional**, trans-scrub, and ILDO accounts are sent only during 09:00 AM to 09:00 PM IST. You must specify whether to queue any messages after 09:00 PM IST and start delivery at 09:00 AM IST **or** not queue any messages and discard them.
	SMS messages that use transactional accounts are sent 24x7 to all users, including users on the do not disturb (DND) list.
	Sender ID (whether numeric or alphabetical) can be up to six (6) characters long.
Select one	**Promotional** Promotional (discounts, offers, etc.). Supports a numeric sender ID. **Purge the data received after 9PM IST?** If not selected, the data is buffered and processed next day starting at 9AM IST. **Trans-scrub with DND scrubbing** (discounts, offers, etc.). Supports an alphabetical sender ID. SMS messages sent to non-DND users only. **Purge the data received after 9PM IST?** If not selected, the data is buffered and processed next day starting at 9AM IST. **Transactional** (account alerts, OTP, etc.). Supports an alpha sender ID.

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	Transactional account with template • Template for outgoing messages must be pre-approved to send to all users (DND and non-DND list). • If template is not approved, will only send to non-DND users. • Supports an alpha sender ID. **ILDO (short code sender ID).** • Outgoing messages must have a short code as the message sender. • Specify whether DND scrubbing should be done to all outgoing messages. If not, the client is responsible to provide proof of SMS opt-in for all Telecom Regulatory Authority of India (TRAI) complaints. • If the ILDO account type is used to send transactional messages, the client must consult with Acoustic first.
Message volume	

PROGRAM OVERVIEW

Program / service name	
Program / service description	
Planned launch date	

MESSAGE FLOW

Sample MT Provide a sample of the outgoing content your mobile consumers will receive.	
Opt-Out MT Provide a sample of the opt-out message consumers will receive when they opt out.	

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This section is to be filled out **only** if you will be sending SMS messages by using FTP method.

If your organization sends more than 250,000 SMS messages per month, provide the following information:

FTP server used for bulk SMS sends
(Select one)

	Client
	Acoustic
	Acoustic SMS partner

Specify the following if your organization is using a client or Acoustic FTP server

URL for FTP server:

Port # for FTP server:

FTP username:

FTP password:

Upon processing of bulk SMS send requests, an email notification is sent. Specify an email address

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SMS output report option (Select one)	**Single report file for all SMS messages sent on the prior day**
	Multiple report files (one-to-one match) for SMS messages sent on the prior day

END USER CUSTOMER SUPPORT

Toll free helpline	
Company email address	
Web address (URL)	
SMS Terms & Conditions location page (URL)	

OTHER ACCOUNT DETAILS

Visualize auto-shortening in SMS text? This is supported only if you have agreed to pay for visualize auto-shortening in your original order.	