**PAKISTAN TELECOMMUNICATION AUTHORITY**



**(Numbering Directorate)**

**Headquarter, Sector F-5/1, Islamabad**

Application Form for Allocation of Short Code for SMS Service

1. **Company Name**

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# 2. Contact Person (Name & Designation)

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**3. Postal Address**

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# Tel \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Cell No \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Fax \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**4. Indicate your Preferred Choice of Short Code** (As per Numbering Allocation & Administration Regulations 2011, short codes having length of 4-digits are allocated to Third Party Content Based Service Providers from level 8xxx/9xxx only).

**(i) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**(ii) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**(iii) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

# 5. CVAS Registration

# CVAS Registration Certificate is mandatory requirement for allocation of short code for provision of Content Based Services through SMS.

# CVAS Registration is issued by Wire-line Licensing Directorate of PTA and they may be contacted on the following:-

PTA Exchange: 051-9225329/30/31

Director (Wireline Licensing)

Tel: 051-2878115

Assistant Director (Licensing)

Tel: 051-9214456

**6. Other Information / Documents Required**

1. Detailed Description of the planned Service / Purpose for acquiring short code.
2. Service Mechanism (Subscription and Unsubscription Mechanism);
3. Charging/Tariff Details
4. Technical Diagram (End-to-End Connectivity)
5. Detailed Technical Literature Connectivity with Cellular Mobile Operators e.g. VPN, Access Management System, Details of Servers (SMPP Virtual Private Server, Data/Web/Application Server, Management Server), privacy of data, encryption techniques, firewalls etc.

**7. Payment**

**Payment of Application Processing Fee** (Rs.1000) and **Annual Number Fee** (Rs.5000). The payment is required to be made through Demand Draft/Pay Order in favour of **“Pakistan Telecommunication Authority”**.

DD/PO No. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Dated:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Drawn on Bank \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Branch\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**8. Undertaking (On Judicial Stamped Paper)**

I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Designation\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ hereby undertake that: -

1. I have been authorized to apply on behalf of **[Company Name]** for filing application for allocation of short code.
2. Short code will be used only for the service authorized by PTA. No other service will be provided through the allocated short code without prior written approval of PTA.
3. The short code will not be labeled/masked.
4. **[Company Name]** after having the short code allocated by PTA shall sign Service Level Agreement with each Cellular Mobile Operator separately for provision of Content Based Services and shall provide copies of the same to PTA within 30 days of its execution.
5. [**Company Name**] will apply PTA for extension of the allocated short code by 1/2/3 digits upon its requirement. **[Company Name]** will not to extend the allocated 4-digit short code in any manner without prior written approval of PTA.
6. **[Company Name]** will use the allocated short code for offering only those Class Value Added Services as authorized under ‘Registration Certificate’ or ‘CVAS (Voice) License’ issued by PTA.
7. **[Company Name]** shall not use the allocated short code(s) for offering Prize/ Inami / Promotional Scheme / Lottery / Lucky Draw / Game of Chance services etc. to its subscribers. Moreover Night/Chat Packages will not be offered.
8. **[Company Name]** shall not use the allocated short code(s) for fund raising/charity/donation purposes.
9. **[Company Name]** shall refrain from falsely claiming that the service is able to facilitate winning in Lucky Draw/Game of chance as defined under sub-regulation (5) of regulation (8) of the **“Telecom Consumer Protection Regulations, 2009”**.
10. **[Company Name]** shall clearly advertise the tariff for information and awareness of the general public/subscribers.
11. **[Company Name]** shall get package offered through the allocated short code approved from PTA as and when tariff regulations are issued by PTA.
12. **[Company Name]** while providing Content Based Services through the allocated short code shall ensure that its network/system is capable to block SMSs/Calls to those subscribers who do not want to receive unsolicited SMSs/Calls or block SMSs/Calls for packages/services for which instructions are issued by PTA.
13. Content Based Services offered through the allocated short code(s) will be **“Opt-in Service”** and SMSs/Calls shall be restricted to **“Close User Group”** i.e. users who Opt-in for the Content Based Services offered through this short code.
14. The allocated short codes will not be used for spamming / unsolicited messaging / obnoxious communication. **[Company Name]** shall ensure controlling Spamming, Unsolicited Calls and Obnoxious Communication. **[Company Name]** shall meet the minimum requirements for Anti-Spam Solutions as laid down in **“Protection from SPAM, Unsolicited, Fraudulent & Obnoxious Communication Regulations, 2009”**.
15. **[Company Name]** will establish IT interface with Do Not Call Registers (DNCR) installed by CMOs.
16. **[Company Name]** shall abide by the Conditions/Clauses laid down in Pakistan Telecommunication (Re-Organization) Act 1996, Rules, Regulations and Orders issued by PTA from time to time.
17. **Company Name]** can transmit content based message through PTA’s allocated short code only. Communication through alphanumeric IDs is not allowed.
18. **Company Name]** **Limited shall** confine the communication to transmission of content based SMS approved by PTA through PTA’s allocated short code only”.
19. In case of violation of above mentioned conditions, the short code may be withdrawn/cancelled by PTA.

# Signature & Seal of Authorized Person \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Designation** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Application Submission Date**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Note:** Please file your application through covering letter head of your company along with ‘Application Form’ completed in all respect (i.e. all pre-requisite information/documents/payments are provided).

Please dispatch your application on the following address:-

**Numbering Directorate**

**Pakistan Telecommunication Authority**

**Headquarters, Sector F-5/1, Islamabad.**

**In case of any Query/Assistance please contact the following officers:**-

Abdul Batin

Director (Numbering)

Tel: 051-2878136

Email: [**abatin@pta.gov.pk**](mailto:abatin@pta.gov.pk)**;**