

SOP on allocation of Short code for Content based Services

1. **Any Organization** intending for allocation of short code for content based services shall apply directly to PTA Numbering department along with all pre-requisite documents/information/payments as detailed in the Checklists attached herewith at **Annex-A** for CVAS Registration and **Annex-B** for allocation of short code for content based purposes/services.
2. Registration will be mandatory requirement for allocation of short code for content based services.
3. Numbering department shall forward the documents for CVAS registration to Licensing Division.
4. Licensing division will intimate the Party and Numbering Department about the approval of CVAS registration.
5. Short Codes from level 8xxx / 9xxx will be allocated for Content Based Service.
6. Short code will be allocated to the CVAS registration holder within one month once CVAS registration is issued to the applicant.
7. Upon allocation of short code, CVAS registration holder will sign Service Level Agreements (SLAs) with respective Cellular Mobile Operators and shall submit copies of the same to PTA within 30 days of its signing/execution of the Agreement.

Annex-A

**CHECK LIST FORM
(TO BE SUBMITTED WITH THE CVAS APPLICATION)**

S.No.	Items	Check (✓) if attached	No. of Pages	PTA use only
1.	Covering letter addressed to DG (Licensing), PTA HQsF-5/1, Islamabad.			
2.	Forms:-			
	a. Authorization Letter on Covering Letter in favor of contact person/ director/ member/ BoD etc for correspondence with PTA.			
	b. Applicant Profile Form			
	c. Category Selection Form			
	d. Detail of all directors/ members/ BoDs etc showing names, designations, mailing addresses, contact numbers, emails and directorship in other companies (if any).			
3.	Application Processing/ Registration Fee (Rs 10000 in favour of Pakistan Telecommunication Authority)			
4.	True Copies of Legal Documents (by SECP)			
	i. Certificate of Incorporation			
	ii. Memorandum & Article of Association			
	iii. Form-29			
5.	Documents Issued By Organizations Other Than SECP (where Applicable)			
	a. Firms			
	i. Form-C (issued by Registrar of Firms)			
	ii. Partnership deed			
	b. Trust			
	i. Trust Deed registered			
	ii. Detail of trustees			
	c. NGOs			
	i. Certificate of registration issued by concerned authority duly attested			

	ii. Memorandum & articles of association, byelaws etc			
	d. Govt. Departments			
	i. Application signed/ authorized by Head of department			

	ii. Contact person on behalf of the department			
	iii. Copy of mandate/scope/charter under which the proposed services will be provided.			
	e. Individual i. Proof of Identity			
6.	a. Attested Copies of Computerized National Identity Card for Pakistani national shareholder directors/board of directors/trustees/members etc. b. Attested copies of Passports of foreign nationals duly attested by MoFA after security clearance.			
7.	Undertaking on duly notarized stamp paper: a. That neither the applicant Company nor its shareholder directors are defaulter(s) of PTA and any bank in Pakistan. b. In the case of NGO and trusts members of the Board have never been declared insolvent or convicted by a court of law.			
8.	Bio-data of key management personnel (CEO/CTO/Directors /Board/members etc)			
9.	(For CVAS License Applicants Only) Brief Description of the Applicant's Business Plan Including Bank statement in the name of the applicant, 3 to 5 years business plan (projected balance sheet, profit and loss account, cash flow statement, project cost).			
10.	Network Plan showing: a. Type of Services b. Purpose c. Mechanism for provision of services d. Subscription procedure and promotion campaign details (For CVAS Registration applicants)			
11.	Copy of Service Level Agreement(s) with operator(s) for SMS Aggregator Services (For CVAS Registration Applicants).			

Notes:

- * A Defaulter of PTA can't apply for any license. The shareholders/members of the defaulter company/trust/NGO etc cannot have ownership of any amount in the new company/trust/NGO applying for any telecom service.
 - * The Authority reserves the rights to require any other documents/information from the applicant. Mere submission of documents does not make the applicant eligible for license
- Submission of all above documents/information is mandatory for evaluation of license application

12. Undertaking

UNDERTAKING

We the Directors of --- <Company Name >----- solemnly undertake that:

- a. Neither the applicant Company nor its shareholder directors are defaulter(s) of PTA and any bank in Pakistan.

(Name of Person)
Director

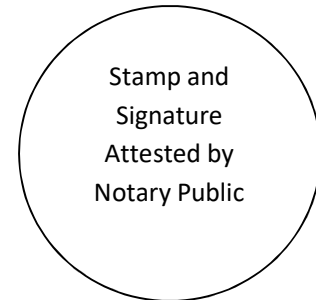
Signature_____

(Name of Person)
Director

Signature_____

(Name of Person)
CEO

Signature_____



5. Other Information / Documents Required

- (a) Detailed Description of the planned Service / Purpose for acquiring short code.
- (b) Technical Diagram (End-to-End Connectivity)
- (c) Detailed Technical Literature Connectivity with Cellular Mobile Operators e.g. VPN, SMS Gateway Servers, Web/Application Servers, Database Servers, Firewalls etc.

6. Payment

Payment has to be made through Demand Draft/Pay Order in favour of “**Pakistan Telecommunication Authority**”.

(a) **Application Processing Fee (Rs.1000)**

DD/PO No. _____ Dated: _____

Drawn on Bank _____ Branch _____

(b) **Annual Number Fee (Rs.5000)**

DD/PO No. _____ Dated: _____

Drawn on Bank _____ Branch _____

7. Undertaking (On Judicial Stamped Paper)

I _____ Designation _____ hereby undertake that: -

- (i) I have been authorized to apply on behalf of [**Company Name**] for filing application for allocation of short code.
- (ii) 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.
- (iii) The short code will not be labeled/masked. Alphanumeric IDs may be used for large accounts against allocated short codes for content based services only if approved by the Authority.
- (iv) [**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.

- (v) **[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.
- (vi) **[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.
- (vii) **[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.
- (viii) **[Company Name]** shall not use the allocated short code(s) for fund raising/charity/donation purposes.
- (ix) **[Company Name]** shall refrain from falsely claiming that the service is able to facilitate winning in Lucky Draw/Game of chance.
- (x) **[Company Name]** shall clearly advertise the tariff for information and awareness of the general public/subscribers.
- (xi) **[Company Name]** shall get package offered through the allocated short code approved from PTA as and when tariff regulations are issued by PTA.
- (xii) **[Company Name]** while providing Content Based Services through the allocated short code shall ensure that its network/system is capable to block SMSs to those subscribers who do not want to receive unsolicited SMSs or block SMSs for packages/services for which instructions are issued by PTA.
- (xiii) Content Based Services offered through the allocated short code(s) will be **"Opt-in Service"** and SMSs shall be restricted to **"Close User Group"** i.e. users who Opt-in for the Content Based Services offered through this short code.
- (xiv) The allocated short codes will not be used for spamming / unsolicited messaging / obnoxious communication.
- (xv) **[Company Name]** shall ensure controlling Spamming, Unsolicited SMS and Obnoxious Communication.
- (xvi) **[Company Name]** will maintain the Do-SMS-register

- (xvii) **[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.
- (xviii) **[Company Name]** can transmit content based message through PTA's allocated short code only. Communication through alphanumeric IDs is not allowed unless approved by the Authority.
- (xix) **[Company Name] Limited shall** confine the communication to transmission of content based SMS approved by PTA through PTA's allocated short code only.
- (xx) 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 duly filled in 'Application Form' and pre-requisite information/documents/payments as detailed above.

Please dispatch your application on the following address:-

**Directorate of Numbering
Pakistan Telecommunication Authority
Headquarters, Sector F-5/1, Islamabad.**

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

Director (Numbering)
Tel: 051-2878136
Email: numbering@pta.gov.pk;