

Dear Sir/ Mam,

Greetings from AoneSms.com!

We would hereby like to Inform that as per the TRAI guidelines it is mandatory for All shortcode Keyword users on 56161/56767 to give an Undertaking on their Company Letter head with Authorised Signatories Company Seal and Signatures that the keywords used by them for Branding activities are as per the TRAI Guidelines, and they are doing only legitimate sources for Branding activity on the shortcode (Eg On Hoardings, Print Media, Radio, NON DND Bulk SMS) and there is no violation activity being conducted on the same. Non compliance of the same would result in immediate termination of services with penalties as prescribed by TRAI. **Please submit the same by 15.11.2014 for uninterrupted services.**

If at any point violation is done the client has to bear the penalty levied by TRAI which starts from Rs 1,50,000 per complaint, immediate termination of services being used and any other penalties as TRAI decides.

We would hereby request you to keep a stringent monitoring on the usage of Keywords and see to it that it is used only as per the TRAI guidelines.

### **Some Eg of Violations**

1. Using the Keyword for Promotional activities on DND (Do Not Disturb no's ). or indulge in any sort of Spamming, Commercial or Un-Solicited communications.
2. Giving promotional offers as Auto Reply Message.
3. Sending any kind of message to the No's who have send an sms earlier to the keyword for the service earlier on the pretext that they have opted in
4. Any other violation as per TRAI Norms.

Attached is the Draft copy of the Agreement kindly send the scan copy of the same on Your Company Letter head along with Authorised Signatories Seal and Signature, Keyword Name and No. (Eg Aone on 56767), also please send an attached photo Identity proof. **Please submit the same by 15.11.2014 for uninterrupted services.**

**Email: [contact@aonesite.com](mailto:contact@aonesite.com) and [rajat@aonesite.in](mailto:rajat@aonesite.in)**

Dated 12<sup>th</sup> November 2014

To,  
Aone Site Solutions Private Limited.  
1/12, Rani Jhansi Road,  
New Delhi - 110055

**Subject: Undertaking with respect to Shortcode Services being Used through Aone Site Solution's Platform.**

Dear Sir,

We hereby confirm that we are using Shortcode Services from Aone Site Solutions Pvt. Ltd for Keyword on Shortcode No for branding activities as per the TRAI Guidelines. We are only doing legitimate Branding activity with this keyword (Eg On Hoardings, Print Media, Radio, and NON DND Bulk SMS) and there is no violation activity being conducted on the same. Non compliance of the same would result in immediate termination of services, with penalty levied by TRAI which starts from Rs 1,50,000 per complaint, and any other penalties as TRAI decides.

**Some Eg of Violations**

1. Using the Keyword for Promotional activities on DND (Do Not Disturb no's ). or indulge in any sort of Spamming, Commercial or Un-Solicited communications.
2. Giving promotional offers as Auto Reply Message.
3. Sending any kind of message to the No's who have send an sms earlier to the keyword for the service earlier on the pretext that they have opted in
4. Any other violation as per TRAI Norms.

We undertake to indemnify and compensate Aone Site Solutions Private Limited, its affiliates, its directors and employees against any penalties/ damages imposed by TRAI/Operator or any other Government Agency due to the breach of the above representations.

Thanking you,

(Authorised Signatory)  
Name  
Designation  
& Company Stamp