



### General Tariff information

<b>Service Provider Name</b>	Vodafone Qatar P.Q.S.C
<b>Tariff Number</b>	B24
<b>Marketing Name of the Retail</b>	SMS Connect
<b>Tariff Type</b>	Permanent
<b>Duration</b>	Permanent
<b>Customer Group</b>	Business
<b>Notification Date</b>	9 April 2023
<b>Tariff Version Number</b>	2

## 1. Service Description

1.1 Vodafone Qatar's SMS Connect Solution ("**Service**") is a flexible and cost-effective Bulk SMS service which allows enterprise customers ("**Subscribers**") to communicate with other mobile subscribers in Qatar by integrating Subscriber's website user interface and business environments ("**Platform**") to Vodafone's Application Program Interface ("**API**"). The Service helps the Subscriber to broadcast single or simultaneous multiple SMS messages to a number of mobile users ("**User**") for marketing, information and alerts or customer service.

1.2 The Service includes the following:

- Web2SMS - Chat and communicate with Users through Subscribers desktop, laptop or any device.
- Brand Registration - Create a unique sender ID (the name which appears as the sender of the message) for free.
- Multi Language<sup>1</sup> 2-way Communication - Send and receive SMS in any language.
- 24/7 Support - Round the clock support and consultations about the service with quick response times from our Service Operation Center.
- Seamless API Integration to Subscribers marketing, sales, or CRM tools.
- Reporting -The platform makes it simple and easy to analyse the success of your campaigns and monitor delivery rates, open rates, and more.

## 2. Service plans and charges

2.1 Customer can get the Service by contacting their designated Account Manager or by calling Business Care at 110. 2.2 The Service will commence from the service activation date.

2.2 The actual limit of size of SMS is 160 characters if Latin alphabets are used. If there are any non-Latin alphabets like Arabic used, the limit is 70 character per message.

2.3 Receiving SMS (MO) is allowed only for local Vodafone SIM holders.

2.4 The Service is available in two options as below:

### (i) Pay-as-you-go Model

This plan provides subscribers with the flexibility to pay as much as they use every month within the SMS Threshold.

- Setup Fees (One Time) = 750 QAR
- Portal Rental (Monthly) = 250 QAR
- API Rental (Monthly) = 250 QAR
- Short Code Rental (Monthly per short code) = 250 QAR
- International SMS rate = 0.350 QAR / SMS

SMS Threshold	Local (QR/SMS sent)	
1 to 200,000 messages	0.084	
200,001 to 4,000,000	0.070	
4,000,000 & above		0.056

<sup>1</sup> The Service is available in 13 languages such as English, Arabic, Hindi and Malayalam



## (ii) Subscription model

This plan is a monthly subscription plan with one-month upfront payment to reach large customer segment with the following charges:

- Setup Fees (One Time) = 750 QAR
- Portal Rental (Monthly) = 250 QAR
- API Rental (Monthly) = 250 QAR
- Short Code Rental (Monthly per short code) = 250 QAR
- International SMS rate = 0.350 QAR / SMS

Vodafone In-Bundle Local SMS	Monthly fees (QR)	Vodafone in-bundle price	Vodafone OOB Price (QR)
15,000	1,200	0.0800	0.065
30,000	2,400	0.0800	
75,000	5,250	0.0700	
150,000	9,000	0.0600	
300,000	17,000	0.0567	
600,000	34,000	0.0567	
1,000,000	47,000	0.0470	
2,500,000	100,000	0.0400	
4,000,000	152,000	0.0380	
9,000,000	310,000	0.0344	
15,000,000	490,000	0.0327	

## 3. Service plans for SMS advertising packages

### a. Pay-as-you-go Model

- Portal Rental (Monthly) = 250 QAR
- Short Code Rental (Monthly per short code) = 250 QAR
- International SMS rate = 0.350 QAR / SMS

SMS Threshold	Local (QR/SMS sent)
0 - 1,000 SMS	0.100
1,001 – 2,000 SMS	0.095
2,001 – 3,000 SMS	0.090
+3,001 SMS	0.085

### b. Subscription model

- Portal Rental (Monthly) = 250 QAR
- Short Code Rental (Monthly per short code) = 250 QAR
- International SMS rate = 0.350 QAR / SMS

Vodafone In-Bundle Local SMS	Monthly fees (QR)	SMS Limit (Messages)	Vodafone in-bundle price	Vodafone OOB Price (QR)
800 Pack	80	800	0.1	0.065
1K Pack	95	1,000	0.095	
1.5K Pack	135	1,500	0.09	



2K Pack	170	2,000	0.085		
3K Pack	240	3,000	0.08		

#### 4. SMS Content

- 4.1 The Customer must ensure possessing all necessary licenses, permits, and other forms of authority and permissions necessary for the delivery of content sent via the SMS Connect Service. Any unauthorised commercial use of the Service is expressly prohibited.
- 4.2 Any Messages inviting a response by means of calling a premium rate number shall include full details of the call charges.
- 4.3 The Customer may not use the SMS Connect Service for any of the following purposes in any manner:
- infringe any law or regulation in Qatar.
  - be regarded as offensive to public morals, decency or sensibilities
  - use the SMS Connect Service in connection with chain letters, junk/Fraud SMS, spamming, or any unsolicited messages (commercial or otherwise);
  - transmit any material that may infringe the Intellectual Property Rights or other rights of third parties, including trademark, trade secret, copyright or right of publicity.
  - infringe upon any person's privacy rights; including but not limited to intercepting any communications not intended for the Customer.
  - collect information about Recipients without their prior consent.
  - transmit any material that contains viruses, trojan horses, worms, destructive materials or harmful computer code or any other harmful or deleterious programs.
  - interfere with or disrupt networks (Internet, mobile, or otherwise) connected to the SMS Connect Service or violate the regulations, policies or procedures of such networks.
  - create a false or forged identity, or otherwise attempt to mislead recipients as to the identity of the sender or the origin of the SMS message.
  - attempt to use the SMS Connect Service in connection with hacking, cracking, flaming or spoofing.
- 4.4 Subscriber agrees to notify Vodafone Qatar immediately if any unauthorized use or any other breach of security occurs to the Subscribers account.
- 4.5 Vodafone Qatar may, at its option and without further notice, use anti-spam technologies, such as automatic word and spam filters that may terminate messages without delivering them or prevent or prevent messages from reaching the User. Subscribers may not use the Service in a way that imposes an unreasonable or disproportionately large load on our infrastructure or that otherwise would harm or breach our arrangements with any of our Service Providers.
- 4.6 User will need to call customer care (111) or Business Care (110) to request for the Services to be stopped for particular companies/short codes.

#### 5. Termination

The Service has a Minimum Service Period of (3) months commencing from the date of activation of Service. If a customer terminates the contract before the end of the minimum service period, the Subscriber will be liable to pay charges for the full month invoiced amount.

6. Vodafone may as per the Article 3.9 of the Retail Tariff instructions (RTI) offer up to 20% discount on the products or services from time to time on a permanent or promotional basis.

#### Tariff Modification Version Control

Tariff Modification Version Number	Effective Date	Description of Change
1	17 March 2022	New tariff
2	9 April 2023	Changes in 2 and 3