**General Authorisation issued by a Sender to Telemarketer/Aggregator**

This Letter of Authority (LOA) is issued on \_\_\_\_\_\_\_\_\_\_\_ **(DD/MM/YY)** by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **(Name of the Sender)** in connection with the services being sought from Airtel for sending commercial communications.

I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **(Name of person issuing this LOA),** acting as an authorised signatory on behalf of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **(Name of the Entity/Sender)** having its registered office at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, is desirous of seeking telecom resources from Airtel for sending commercial communications under the new TRAI’s Telecom Commercial Communication Customer preference Regulations, dated 19th July, 2018.

I, duly confirm that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **(Name of the Telemarketer)** is duly authorized and empowered on our behalf to carry out any or all of the following activities more specifically, as set out hereunder:

1. To effect registration of our entity as a pre-requisite for sending commercial communication;
2. To submit all KYC related documents required from registration of our entity;
3. To register headers (Voice and SMS )on our behalf for different categories of commercial communication;
4. To register SMS and Voice templates;
5. To initiate activities pertaining to consent acquisition;
6. To undertake activities for availing scrubbing functionality services from Airtel
7. To perform all other acts, deeds and things as may be necessary in connection with above mentioned purpose(s).

I further confirm and authorize that all acts, deeds and things lawfully done by the authorized \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**(Name of Telemarketer/Aggregator)** shall be construed as acts, deeds and things done by them and our entity undertakes to ratify and confirm all and whatsoever is lawfully done or comes to be done for it by virtue of this authority.

# For **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Name of Entity/Sender)**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of the Authorised Signatory

Designation

Mobile No:

Email ID

**Accepted by Aggregator/Telemarketer**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of the Authorised Signatory of Telemarketer

Designation of Authorised Signatory

Mobile No:

Email ID