



General Tariff information

Service Provider Name	Vodafone Qatar P.Q.S.C
Tariff Number	B14
Marketing Name of the Retail	SMS Advertising Packs
Tariff Type	Permanent
Duration	Permanent
Customer Group	Business
Notification Date	9 September 2019
Tariff Version Number	1

1. Service Description

Vodafone's new SMS Advertising packs ("**Service**") are specially designed for businesses to give their customers the ability to engage with them in an easy and cost-efficient way. The Service benefit includes the following:

- Web2SMS** - Chat and communicate with your customers through your desktop, laptop or any device.
- Brand Registration** - Create your unique sender ID (the name which appears as the sender of the message) for free.
- Multi Language 2-way Communication** - Send and receive SMS in any language.
- Cost Efficiency** - Reach and communicate with customers or stakeholders at low prices and get a high return on investment.
- Fast Business Growth** - increase brand exposure and communicate with all your customers in a fast and reliable way.
- Effective Communication** - integrates users, web, desktop and business environments thereby boosting messaging and two-way interaction.
- 24/7 Support** - round the clock support and consultations about the service with quick response times.

2. Tariff terms and conditions

- Customer can get the Service by contacting their designated Account Manager or by called business care at 110.
- 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.
- The service is available in two options. Pay As You Go and Subscription as below:

2.1 Pay-as-you-go Model

Outgoing (Push) Local¹	Rate (QR/SMS)
0 - 1,000 SMS	0.1
1,001 - 2,000 SMS	0.095
2,001 - 3,000 SMS	0.09
+3,001 SMS	0.85

¹ Numbers in Qatar



2.2 Subscription Model

Pack	SMS Limit (Messages)	Monthly Subscription (QR)	Out of Bundle Rate (QR/SMS)
800	800	80	0.1
1000	1,000	95	0.095
1500	1,500	135	0.09
2000	2,000	170	0.085
3000	3,000	240	0.08

Tariff Modification Version Control

Tariff Modification Number	Effective Date	Description of Change
1	20/07/2020	Tariff number revised