



Ooredoo Service Tariff No. B08-01

General Tariff Information

Service Provider Name	Ooredoo Qatar Q.P.S.C.
Tariff Number	B08-01
Marketing Name of the Offer	Aamali Bulk SMS
Tariff Type	Standard Permanent
Duration	N / A
Customer Group	Business
Tariff Effective Date	15 August 2024
Tariff Version Number	015

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1 Definitions

1. OLO - means Other Licensed Operator.
2. Ooredoo - means Ooredoo Q.P.S.C
3. Ooredoo General Terms and Conditions - Available at www.ooredoo.qa
4. Subscriber - means the person or entity that enters into an agreement with Ooredoo to receive and pay for the Services.
5. Tariff - means the current tariff document.
6. User - means the natural person who uses the relevant Service.

2 Tariff Terms and Conditions

7. This Tariff is for a permanent standard service.
8. This Tariff contains rates and charges applicable to the provision of the Corporate Bulk Short Message (SMS) Service.
9. These terms and conditions are in addition to the terms and conditions specified in other tariffs, and Master Services Agreement for Business Services where referenced.
10. From time to time Ooredoo may publish promotions and readjustments by various means. Such promotions and readjustments will automatically modify this Tariff.
11. Ooredoo May offer up to 20% discount on the products or services from time to time on the permanent or promotional basis as per the Article 3.9 of the Retail Tariff Instructions (RTI).

3 Service Description

12. This service enables the Subscriber to send simultaneously multiple SMS messages to mobile subscribers in Qatar through the internet.
13. The Subscriber will be assigned a User Name, Password, and Client Gateway Connection to use the Service.

4 Service Features and Charge Rates

4.1 Business SMS Standard Plan (Grandfathered on 5th June 2023)

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14. It is a plan that provides the flexibility to pay as much as you use the service every month.
15. Activation Fee (one-off) is QAR 1,500.
16. Basic Monthly Rental Fee is QAR 300.
17. Usage charges are in the table below:

Usage Charges Standard Business SMS	Local (QAR/SMS sent) On-net & off-net	
1 to 200,000 messages	0.12	
200,001 to 4,000,000	0.10	
4,000,000 & above	0.08	

Table 1 – Usage Charges for the Standard Plan

18. Default traffic limit for all new account will be set at QAR 250,000 per month. Customer can request to revise the traffic limit by contacting the Account Manager and subject to approval.

4.2 Aamali Bulk SMS – Pay As You Use Plan

19. **Description:** Aamali Bulk SMS service is a messaging service that enables businesses in Qatar to send permission based marketing, promotional alerts, Transactional Messages and business critical messages.
20. **Transactional Messaging:** Automatic messaging within Qatar and Global outreach upon API integrating customer platform with Ooredoo SMS platform. example: OTP messages or Transactional messages
21. **Charges:** The following table includes local SMS usage charges with this plan are as per table below:

Monthly Local SMS Usage	Rate per SMS (QAR)
Up to 5,000	0.100
Up to 10,000	0.095
Up to 20,000	0.090
Up to 40,000	0.085
Up to 80,000	0.080
Up to 160,000	0.075
Up to 320,000	0.070

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Up to 640,000	0.065
Up to 1,250,000	0.060
Up to 2,500,000	0.050
Up to 5,000,000	0.040
Up to 10,000,000	0.030
Up to 20,000,000	0.025
Up to 80,000,000	0.020

22. No Activation Fee.
23. Basic Monthly Rental Fee is QAR 200.
24. For International SMS usages charges, refer section 4.4.

4.3 Business SMS Packs

25. The Business SMS Packs offer incredible saving and enable you to execute marketing campaigns effectively, efficiently – and at a price that’s right.

Packs	Monthly Rental	In-Bundle Local SMS	Out of Bundle Local (QAR/SMS sent)
Aamali Bulk SMS – Basic	QR 30,000	500,000	0.08
Aamali Bulk SMS – Starter	QR 50,000	1,000,000	
Aamali Bulk SMS – Standard	QR 100,000	2,300,000	
Aamali Bulk SMS – Premium	QR 200,000	5,000,000	
Aamali Bulk SMS – Bronze	QR 300,000	8,500,000	

Table 2 – Charges for the SMS Packs

26. The customer subscribing to Business SMS Packs will be charged **QAR 0.08** per SMS for on-net and off-net as out of bundle messages.
27. Default traffic limit monthly will set with every pack as the following:
 - (a) Aamali Bulk SMS – Basic with Monthly rental 30k: (500,000 SMS).
 - (b) Aamali Bulk SMS – Starter with Monthly rental 50k: (1,000,000 SMS).
 - (c) Aamali Bulk SMS – Standard with Monthly rental 100k (2,300,000 SMS).
 - (d) Aamali Bulk SMS – Premium with Monthly rental 200k (5,000,000 SMS).
 - (e) Aamali Bulk SMS – Bronze with Monthly rental 300k (8,500,000 SMS).

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Customer can request to revise the Local or International SMS limit by contacting the Account Manager and subject to approval.

- 28. The customer can downgrade or upgrade the SMS pack free of charge starting from the next month billing cycle.
- 29. Activation Fee of QAR 1500 applicable

4.4 International SMS

- 30. This service is for sending messages from Qatar to any international destinations via SMS.
- 31. Charging rate for international SMS will depends on the following destination Zone:

Slabs	SMS Retail / QAR
A	0.15
B	0.30
C	0.45
D	0.60
E	0.80
F	0.93
G	1.60

Table 3 – Charges for Intenational SMS

Access the following link to find the list of destinations with each slab:

https://www.ooredoo.qa/web/wp-content/uploads/2024/08/Aamali_International-Destinations-1.pdf

4.5 Character Limit per Message

- Single (one part) Latin encoding (English SMS): 160 characters
- Single (one part) Non-Latin encoding (Arabic SMS): 70 characters
- Concatenated/Long (multi-part) Latin encoding (English SMS): 153 characters per part
- Concatenated/Long (multi-part) Non-Latin encoding (Arabic SMS): 67 characters per part

For example, if you have a 136-character Arabic SMS, it will be split into three parts: the first part will contain 67 characters, the second part will contain 67 characters, and the third part will contain 2 characters.

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4.6 Confirmation Receipt

32. Subscribers may request a confirmation receipt (via SMS) after each successfully sent SMS. Such confirmation is free of charge.
33. Subscriber may opt to allow the recipients of the SMS messages the option of sending a message back to the Subscriber. In that case, Subscriber must apply for a Short Code to be used by the recipients of the SMS to respond. The Subscriber pays only for the SMS sent at the same applicable SMS Bulk rate shown above and the SMS back to the short code will be rated with zero.
34. Email to SMS and SMS to Email: allow users to receive messages on their phones by having dedicated email address that forward SMS to the user's mobile phone and vice versa.
35. SMS Charging: All SMS with delivery status Success, Failed and Expired are charged or deducted from the provided allowance. All SMS with status Rejected and Blacklisted is not charged or deducted from the provided allowance. Note: SMS delivery status report is available on Business SMS platform and can be fetched with respective customer login.

4.7 Other Services

36. Service Re-connection fees: QAR 0
37. Short Code Fee: QAR200/Month per Short code
38. Free alphanumeric short codes.

5 Service Provider obligations

39. Commencement of Service: The relevant Bulk SMS Service shall commence from the service activation date.
40. Service Availability and Limits: Certain factors, such as network changes, traffic volume, transmission limits, service outages, technical limitations, signal strength, customer device, terrain, structures, weather, or other conditions that may arise from time to time, may interfere with actual service quality and availability. Messages may be interrupted, dropped, refused or limited. Ooredoo will not be liable for any service limits due to these conditions that may arise from time to time, subject to Ooredoo's statutory and license obligations and requirements.

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41. Block Spam SMS: If a customer is experiencing spam SMSs, customers can block receiving messages by sending SMS to 92600 with “Unsuball” or “Unsub service name”.

6 Subscriber obligations

42. Minimum service period: The minimum service period for the SMS Business Service is Three (3) months commencing from the date of activation of Service.
43. Cancellation: If a Subscriber terminates the contract before the end of the minimum service period, the Subscriber will be liable to pay charges for the full three months period.
44. Service Compliance: Customer agrees to notify Ooredoo immediately of any unauthorized use of your account or any other breach of security.
45. Fair usage policy for Bulk SMS service: Subscribers agree not to use the Service to:
 - 45.1 Send duplicative or unsolicited messages (commercial or otherwise) to users who have not consented to receipt of such messages;
 - 45.2 Harvest or otherwise collect information about others, including Mobile Telephone numbers, without their prior consent;
 - 45.3 Create a false identity or forged email, phone or fax address or header, or otherwise attempt to mislead others as to the identity of the sender or the origin of the message;
 - 45.4 Transmit through the Service or convey links to unlawful, anti-religious, anti-social, harassing, libelous, abusive, threatening, harmful, vulgar, obscene or otherwise objectionable material of any kind or nature;
 - 45.5 Transmit through the Service or convey links to any material that may infringe the intellectual property rights or other rights of third parties, including trademark, copyright or right of publicity;
 - 45.6 Ooredoo 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 customer. Customer may not use the Service in a way that imposes an unreasonable or

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- disproportionately large load (as agreed with Ooredoo) on Ooredoo's infrastructure or that otherwise would harm or breach our arrangements with any of our service providers.
- 45.7 Customer shall comply with any reasonable request by Ooredoo concerning the use of the Service. Ooredoo may require customers to submit information reasonably related to the usage of the Service.
46. All SMS messages with status Success, Failed, undelivered and Expired are charged, SMS with status Rejected and Blacklisted are not charged.
47. Message and Address Book Storage, Outbound Messages and Other Limitations: Ooredoo assumes no responsibility for the deletion or failure to store information. Ooredoo does not set an upper limit on the number of messages a member may store or send through the Service; however, Ooredoo retains the right, at its sole discretion, to determine whether or not Member's conduct is consistent with the terms and conditions and may terminate Service if the Subscriber is in breach of the Agreement. Ooredoo may, in the future, with prior notification, limit the amount of storage space available to each Subscriber.
48. Equipment: You are responsible for obtaining and maintaining all computer hardware, software and communications equipment needed to access the Service, and for paying all third-party access charges (e.g., ISP, telecommunications) incurred while using the Service.
49. Resale: The Subscriber cannot resell the service if (s)he does not qualify as an Eligible Person, within the framework set by the Class License for the Resale of Retail Telecommunications Services issued by the Communication Regulatory Authority (CRA) (<https://www.cra.gov.qa/en/document/class-license-for-the-resale-of-retail/telecommunications-services>) and without a prior written approval by Ooredoo. Failure comply with the above provision will result in the Services being immediately terminated and in the Subscriber being held responsible for the legal, regulatory and financial consequences of his/her behavior.

*** * * END OF TARIFF * * ***

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Tariff Version Control

Tariff Version Number	Approval Date	Effective Date	Tariff Modifications
001		10 February 2014	First version
002		27 August 2015	New Business SMS packs for 2.3M, 5M and 8.5M added.
003		1 November 2015	New feature
004	4 March 2016	4 March 2016	Price reductions and increase in FUP. On-Net/Off-Net. New packs
005	6 June 2017	6 June 2017	Packs changes
006	26 August 2019	26 August 2019	Bulk SMS pack changes
007	12 January 2021	12 January 2021	Bulk SMS Clause update (4.4)
008	30 May 2021	30 May 2021	International SMS (4.3)
009	24 May 2022	24 May 2022	International SMS rate revision (4.3)
010	28 June 2022	29 June 2022	New Format
011	28 November 2022	28 November 2022	Class License for the Resale of Retail Telecommunications Services
012	5 June 2023	5 June 2023	Introduced new Pay As You Use plan by end dating existing Standard plan and rebranding with Aamali Bulk SMS
013	12 th Sep 2023	12 th Sep 2023	Updated 4.5 with character limits in details.
014		06 th Aug 2023	Revision of International SMS slab rates (4.3)
015		15 th August 2024	Changes to International SMS (4.3) Minor edits without changing the terms and conditions