



Date: 28-Jun-23

Subject: Domestic A2P SMS Termination: Rate Change Notification

Sir,

We would like to inform you of an upcoming change in our domestic A2P rates.

Effective from 1 Aug 2023, the new rates for domestic A2P will be applicable for all traffic.
Taxes extra as applicable.

Government SMS traffic charges remain the same as per the existing plan.

This change is necessary to keep up with the current market trends and to continue making investments in network and technology to ensure that we continue to provide you with high quality services.

Our aim is to maintain our commitment to providing you with reliable and efficient messaging service while staying competitive in the industry.

We look forward to a positive consideration and a long-term association with you.

Failure to return acknowledgement of this rate notification shall not invalidate the effectiveness of the rate changes.

Thanking you,

On behalf of Vodafone Idea Limited,

Darshan Babel,
GM, Messaging and VAS

C2 – Vodafone Idea Internal

myvi.in

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