

Kindly include all the following details for a transactional route template request

1) Transaction Message Type:

- a) Financial Institutions / Stock alerts / Direct to Home (DTH) operator related
- b) Airlines / Railway ticketing/reservation related
- c) Registered Educational Institutions alerting parents and related
- d) Central Govt./ State Govt. / Police etc.

2) Sender ID requested

3) A sample message clearly indicating static and dynamic (variable) parts in different font colors

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A Sample Template Request:

1) Message Type:

c) Educational Institutions alerting parents

2) Sender ID:

SCHOOL

3) Content:

Dear **Mr. RAMESH**, your ward has scored **76%** for the exam conducted on **June 03**

Font Colors

Black - static part

Blue - dynamic (variable) part