Your Company Letterhead

*P.O BOX 000*

*Nairobi*

*30/07/2019*

*To Safaricom PLC.*

**REF: APPLICATION FOR SENDER ID REGISTRATION**

With appreciation,

***Your Company Ltd***would like to apply for a sender ID to help in serving our clients better. The sender ID: **SENDER\_ID** has been agreed upon by the company’s directors. We have agreed to authorize Clarion Technology Ltd to register the sender ID **SENDER\_ID** on our behalf. Any assistance towards its acquisition will be highly appreciated. We would like the sender ID to be registered on **[Safaricom, Airtel, Telkom –** choose any you have paid for**]**

The Sender ID will be used for **[Transactional,Promotional –** choose one as per your needs**]** purposes.

Yours sincerely,

John Doe

Managing Director

You Company Ltd