

Madagascar - Sender ID Guide

How to register a branded Sender ID in Madagascar, what it costs and how long it takes.

◆ WHY A SENDER ID

A Sender ID is the name recipients see instead of a number - it builds trust and brand recognition. Promotional IDs suit marketing; transactional IDs are for OTPs, bank alerts and service messages and are strongly recommended for critical traffic.

◆ REGISTRATION REQUIREMENTS

- ✓ Sender ID name up to 11 characters, non-generic, aligned to your product/brand
- ✓ Trademark proof (for a product) or Certificate of Registration (for a company name)
- ✓ A signed authorization letter for eSMS to raise the ID with the network
- ✓ For transactional IDs: a letter confirming the transactional use case where required

A registered alphanumeric Sender ID (up to 11 characters) is required. Setup and any recurring fees vary by network - eSMS handles the registration and confirms the exact fees for your networks during onboarding.

◆ ONBOARDING - DOCUMENTS REQUIRED

- ✓ Signed service order form
- ✓ Organization's Certificate of Incorporation (organizations only)
- ✓ Organization's or individual's Tax Certificate
- ✓ Authorized representative's Passport or National ID
- ✓ Details of the authorized representative / individual