



Kerala Tourism Development Corporation Limited

(A Government of Kerala Undertaking)
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KTDC/ITD/SW/SMS/01

14/08/2024

QUOTATION NOTICE

Sub:- Purchase of Bulk SMS Package for KTDC- reg.

Sealed quotations are invited from experienced and reputed firms for the supply of Bulk SMS Package with the following requirements.

KTDC requires SMS (Short Messaging Service) Gateway Solution for sending Transactional/Service/OTP SMS to its registered users. The duration of the contract will be for one year. As per the current projections, it is estimated that 2,00,000 SMS/year will be sent during the period. However, this requirement is tentative and actual requirements may vary. The bidder shall provide

1. SMS Gateway

i. SMS Gateway APIs (Application Program Interfaces)

The APIs provided by the SMS Gateway will be used by multiple applications within KTDC. The SMS Gateway APIs must have below mentioned functionalities:

- ii. Application hosted in CLOUD infrastructure should be able to send SMS to anywhere in India and from any SMS service provider. There should be a standard set of tools and APIs which can then be interfaced with the end customer application either through HTTP, GET or POST mechanism.
- iii. Support for unlimited number of Sender IDs defined by KTDC.
- iv. Support for the creation and use of unlimited number of user defined SMS templates.
- v. The cloud application shall display/show all required logs of the OTP generated via the API's along with necessary reports.
- vi. Provision for SMS wise and Number wise Scheduling/Rescheduling in working and non-working days.

- vii. The gateway must have a mechanism to send bulk SMS's to predetermined list of numbers. A programmable interface should be available for KTDC for generating reports on bulk SMS sent.
- viii. SMS Gateway should support two way messaging feature as well through push, pull mechanism via SMPP, HTTP, JSON and HTTPS.
- ix. The solution provider shall provide all the API's in detail and also provide relevant documentation to enable the application developers to integrate. As a handholding to the solution provided, the bidder must help to integrate at least two applications to the SMS gateway
- x. Platform should adhere to all the TRAI and UCC guidelines as existing today and be able to support amendments from time to time.
- xi. Capping the number of SMS that an application can send configured via the web/user interface.
- xii. The cloud application must support at least 1000 characters in length for both English and Unicode messages.
- xiii. Messaging application should support Normal and Unicode Messaging for facilitating messaging in Indian languages in single API.
- xiv. API Gateway must support HTTPS-based encryption of API requests.
- xv. The API should have the capacity to accept message in any Indian language, and transmit the message in the same language.
- xvi. Ability to manage users under the respective admin/master account.
- xvii. The DB size should not affect the performance of SMS Gateway application.
- xviii. At least 3 months transaction history to be archived.

2. Eligibility Criteria

- a. The bidder must be a firm/company registered as a firm or as a company with the Registrar of Firms or Registrar of Companies or as a Proprietary/Partnership Company in the state of Kerala.
- b. The firm/company should be in existence for a minimum period of 3 years as on the date of the tender.
- c. The bidder should have executed minimum 3 similar projects during the past 3 years.
- d. The bidder must have a direct operator/ SMPP connectivity to at least 2 Telecom mobile operators in India.

- e. The bidder should not be under debar/blacklisting by any Government or Semi Government Departments, PSUs, Government Financial Institutions, etc.
- f. The bidder should have mandatorily completed the VAPT compliance audit.
- g. The bidder must provide 24 x 7 customer support.

Terms and Conditions

1. The rates should be quoted in the following format

Sl No.	Item	No. of SMS	Rate/ SMS	Amount
1	Transactional open route SMS package	2 Lakh		
			GST @18%	
			Total Amount	

2. The product supply and installation shall be completed within 10 days from the date of the work order.
3. The product shall be covered under a warranty of 1 year. Customization, updates, support etc shall be done free of cost during the warranty period.
4. The rate shall be inclusive of all taxes, duties, transportation, other incidental expenses and net. In case of Composition GST, should specifically mention the same in the rates quoting.
5. The payment will be released within 30 days on satisfactory supply of the items at site.
6. KTDC SMS messages and contacts, under no circumstances should not be used for any marketing, revenue generation or any other purposes.
7. Vendor must not share any information (Text or Contacts) with anyone.

The offer shall reach the office of the System Analyst, KTDC Ltd., Mascot Square, PMG, Trivandrum- 695 033 on or before **29.08.2024, 3:00 PM.**


SYSTEM ANALYST