



THE INSTITUTE OF COST ACCOUNTANTS OF INDIA

(Statutory body under an Act of Parliament)
12, SUDDER STREET, KOLKATA – 700 016

Website: www.icmai.in

TENDER NOTICE

Ref. IT/BULKSMS-2025-26/05

August 18, 2025

Tender for Bulk SMS (Transactional & Voice) Rate Contract

The Institute of Cost Accountants of India proposes to avail Bulk SMS (Transactional & Voice) services and accordingly sealed quotations are invited for **Bulk SMS for a contract period of one year, which may be extended on annual basis for further period of five (5) years on the same rate / price and terms & conditions subject to satisfactory performance.**

Last date of submission of the quotation is **8th September, 2025 by 4.00 PM.**

Reputed and reliable vendors rendering the SMS (Transactional & Voice) service are invited to offer their Rate to provide Bulk SMS (Transactional & Voice) services on an annual basis as per the details given below -

1. Scope of Work:

- i. A secure web-based interface to be provided on the bulk SMS server of the bidder through which the bulk SMS can be done by the Institute at its convenience. Provision of bulk SMS software should be a part of this mentioned web-based interface.
- ii. The bidder should configure the service such that the SMS should go to the recipient in the name of the Institute (**like ICMAIN**).
- iii. The provision of accounting and controlling the undelivered SMS should be made available.
- iv. Bulk SMS software / Web Based Interface should facilitate the provision of sending dynamic SMS.
- v. Bulk SMS software / Web Based Interface should facilitate the HTML codes formation and updating the same.
- vi. Bulk SMS software / Web Based Interface should facilitate the provision of MIS reports as under:
 - a. Details of bulk SMS release during a particular period.
 - b. Total time taken to execute a bulk SMS.
 - c. Details of mobile number failed to deliver along with reasons.
 - d. MIS report showing number of failed messages.

2. Eligibility Criteria:

- i. List of existing clients with complete contact details to whom similar kinds of services have been provided in the last 5 years, value of business, concerned person's name & his / her telephone no. (**Please attach full details**).
- ii. The bidder should have previous experience of completing similar projects related to SMS and voice with any State Govt., Central Govt. and PSUs of India at the time of bidding. (**Please attach full details**).
- iii. Bidder should have experience of handling Volume of traffic in 14 hours/in a day window on any day in any of the past three years single department.
 - For SMS - more than 5 Crore SMS
 - For Voice calls - More than 72 Lacs
- iv. The bidder should have a valid registration with TRAI/ TSP as a telemarketer.
- v. Bidder should have SMSC (Short Messaging Service center) deployed on-premises setup with at least one state-owned telecom service provider for at least last 5 years with 5000 TPS capacity, which is solely managed & operated by the Bidder. (**Please attach the necessary documents**).



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- vi. Need to have at least one govt. operator (BSNL / MTNL) enlisted. **(Please attach the necessary documents).**
- vii. Bidder should have valid certifications below. **(Please attach the necessary documents).**
Certificate of:
 - CMMI Level 5
 - CERT IN - Vulnerability Assessment and Penetration Testing (VAPT) Certificate
 - ISO 27000/27001 family
- viii. Bidders shall have PAN, GST registration.
- ix. Details of –
 - a. Manpower available - Technical & Non-technical.
 - b. Collaborations with other parties.
 - c. The turnover of the company should be at least Rs. 10.0 crore per annum for the last 3 financial years. **(Please attach supporting documents)**
 - d. Escalation matrix for lodging the complaint during the utilization of services.
 - e. Brochure of the software product with detailed specifications/manuals etc.
- x. **The bidders are requested to provide a demo panel with a minimum quantity of 500 SMS without any charges for testing the panel. Upon testing up to the level of satisfaction, the bidder will be technically qualified.**

Interested vendors may contact Shri Biplob Chaki, Jt. Director (IT- Kolkata), on any Working Day (Monday - Friday) during office hours 10.30 a.m. – 5.00 p.m. Contact details: email id: it.jd2@icmai.in

3. Instructions for bidders :

- i. The rates to be offered should include all charges viz. installation of software, training and support for the contract period.
- ii. Taxes as applicable will be paid extra.
- iii. The Implementation plan for the activities of the project should be mentioned clearly in the proposal. In case of delay beyond fifteen days from the stipulated period, Institute may at its discretion cancel the order and arrange the same from the next bidder on the panel/open market at the sole risk, cost and responsibility of the vendor.
- iv. The required specifications desired by the Institute are mentioned in the Scope of Work. However, vendors are also welcome to quote richer specifications, which will be considered at the sole discretion of the Institute.
- v. Bidders shall bear all costs associated with the preparation and submission of its bid.

4. Terms & Conditions :

- i. The tender shall be submitted into two parts in separate envelopes super-subscribing Technical bid and Financial bid. Both the envelope should be put into a third envelope super-subscribing with **“Quotation for Bulk SMS Rate Contract” (Bid Reference – Tender/IT/2025-26/05 Dated 18/08/2025)**
- ii. First the technical bid will be opened. Financial bid will be opened only for those bidders who qualify in the technical bid.
- iii. All the quotations have to be submitted within the dates mentioned in the document and The Institute shall not be held liable for any postal delays. Tender received after the stipulated time/date will be liable to be summarily rejected without giving any reason.



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- iv. **The quotation is to be submitted as per details given in the enclosed Annexure – ‘A’ and ‘B’ on vendor’s letter head duly signed, stamped and dated on each page as their unconditional and explicit concurrence to the terms and conditions laid down by the Institute.**
- v. The Institute does not guarantee any minimum quantity of SMS to be sent per period.
- vi. The price quoted by the bidder should remain valid for 90 days.
- vii. Period of Contract – “ONE YEAR” and may be extended for further five (5) years at same rate, terms & conditions on mutual agreement of parties.
- viii. If a firm quotes NIL charges / consideration / abnormal charges, the bid shall be treated as unresponsive and will not be considered.
- ix. Canvassing in any form in connection with the contract is strictly prohibited.
- x. Bidder shall provide the complete set of technical and operation manuals, if required for the implementation of the service under reference to the satisfaction of the Institute.
- xi. **L1 will be decided based on the amount quoted in annexure B, rate per SMS (Separately for Transactional and Voice SMSs). Two different vendors may be selected for 2 different kinds of SMSs. Taxes payable are extra.**
- xii. The institute reserves the right to extend the last date for receipt of bids at its own discretion.
- xiii. Once the supply order is placed, it will be the vendors’ responsibility to make the project functional. Any additional cost incurred for completing the project and for which the vendor has not bid at the time of submission of the final offer will be borne by the vendor.
- xiv. The Bidder shall not sub-contract the mentioned work to any organization, person, firm or its franchise without the prior approval of the Institute.
- xv. **All the bidders are requested to provide a demo panel with a minimum quantity of 500 SMS without any charges for testing the panel. Upon testing up to the level of satisfaction, the bidder will be technically qualified.**
- xvi. The Institute may, for any reason, whether at its own initiative or in response to the clarification requested by the prospective bidder, issue amendment in the form of an addendum during the bidding period and subsequent to receiving the bids. Any addendum thus issued shall become part of the bidding document and the bidder shall submit the addendum duly signed and stamped in token of his acceptance.
- xvii. The Institute reserves the right to modify the quantity included in the schedule of requirements at any time after acceptance of tender without a notice. The bidders shall have no claim to any payment of compensation.
- xviii. The Institute reserves the right to repudiate the contract and entrust the work to any other third party in the event of breach of terms and conditions of this agreement or in the event of unsatisfactory performance observed by the Institute.
- xix. The Institute may ask for clarifications if any during the evaluation and the bidders are expected to respond. Lack of response from them will enable the Institute to arrive at its own decision about such bids.
- xx. The Institute shall not be liable for any loss, damage, theft, burglary or robbery of any personal belongings, equipment or vehicles of the engaged personnel of the contracting Firm.
- xxi. Upon being selected as the successful bidder and being awarded the Order, the bidder is expected to reply to all queries/ complaints that may be raised by the Institute from time to time.
- xxii. Confidentiality & Restriction of Data Sharing – Vendor should ensure that the data of the Institute should be maintained confidential and should not be shared to anybody and not used for any commercial or any other purpose.
- xxiii. Support Services: Support Services should be made available to the Institute on a 24x7 basis by



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the vendor.

- xxiv. Reports and Analysis: In case of any kind of issues / queries in connection with the sending of SMS, the vendor will help to resolve the same by providing detailed report to the Institute. In case required, the vendor may have to present the details with justification to the top management of the Institute.
- xxv. **The participating bidder has to submit this tender document signed and sealed on each page, together with Technical Bid, as acceptance of the terms and conditions mentioned herein.**

5. Payments :

- i. No advance payment will be made. Payment will be made after completion of satisfactory supply and submission of invoice / bill in hard copy. Taxes will be extra as applicable.
- ii. The payment will be made in electronic mode only within 30 days of submission of bills.
- iii. The payment will be made on a monthly basis based on actual usage of bulk SMS services. The payment will be made on receipt of the invoice for the preceding month. The invoice must be accompanied with the detailed SMS delivery report (day-wise) to justify the bill.

Convener - TENDER COMMITTEE



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Annexure 'A'

FORMAT OF THE TECHNICAL BID

Sl. No.	Details requested	Provide details
1.	Name of the Firm/Company	
2.	Registered Office / Business address Telephone/Mobile Number Email address	
3.	Name of Contact Person (s)	
4.	Year of Incorporation/ Constitution	
5.	GSTN (Attach copy of GST registration)	
6.	Turnover last 3 years	A) F.Y. – Rs. B) F.Y. – Rs. C) F.Y. – Rs.
7.	Work Experience (submit at least 3 testimonials from associated clients)	1. 2. 3. 4. 5.
8.	Last Date of Submission of Bids	8th September, 2025; 4.00 PM.
9.	Bid Validity	Three Months from the date of submission of bids.
10.	Any other relevant information	

Signature of the bidder: Seal:

Date:



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Annexure 'B'

FORMAT OF THE FINANCIAL BID

- The Bidders are requested to quote only one flat rate per Voice SMS and per Transactional SMS containing Normal or Special or Unicode or Combination Characters, irrespective of quantity / slab of SMS or any other parameters as per the format mentioned below.
- There should not be any restriction on the quantity of SMS to be sent for a particular period or any validity / expiry period of the SMS.
- There should not be any minimum guaranteed quantity of SMS to be sent for a particular period or any validity / expiry period of the SMS.

Sl. No.	Rate per SMS
1.	<p>Rate per SMS (Transactional – containing Normal or Special or Unicode or Combination Characters) including the DLT scrubbing charges</p> <p>Basic Rate Rs.....</p> <p>DLT scrubbing charge Rs.</p> <p>Total i.e. (Basic Rate + DLT scrubbing charge) Rs.</p> <p>In words. paisa</p>
2.	<p>Rate per SMS (Voice) per pulse rate (30 seconds)</p> <p>Rs.</p> <p>In words. paisa</p>

Applicable tax rate:% (Extra)

Signature of the bidder:

Seal:

Date: