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M/s (All Interested Bulk SMS Service Providers)

Gujarat Cooperative Milk Marketing Federation Ltd. (GCMMF), is India's largest food product marketing organisation with annual turnover of US\$ 5.1 Billion (2019-20). Its daily milk procurement is approx 23 million lit per day from 18,600 village milk cooperative societies, 18 member unions covering 33 districts, and 3.6 million milk producer members. It is the Apex organisation of the Dairy Cooperatives of Gujarat, popularly known as 'AMUL', which aims to provide remunerative returns to the farmers and also serve the interest of consumers by providing quality products which are good value for money. It is exclusive marketing organisation of 'Amul' and 'Sagar' branded products. It operates through 61 Sales Offices and has a dealer network of 10000 dealers and 10 lakh retailers, one of the largest such networks in India.

We invite your application for registration of online Reverse auction E. Tender for Bulk Push SMS Services.

#### **Requirement for Bulk SMS**

- About 16 lac messages per day including Transactional and Promotional messages
- Bulk SMS API integration with delivery confirmation feedback and well-developed portal for promotional messages needed. Portal should have one master login and other 10 child logins. Portal should provide standard reports for analysis for SMS Usage Sender-IDs wise, date-wise, mobile number-wise and for a period.
- Character length for one message should be 160 characters for English and should be atleast 80 characters for vernacular language messages.
- 24 X 7 Support needed for whitelisting and API support
- Separate bills for SMS charges and DLT charges
- SMS charges should be on delivery basis only. DLT charges as per industry standard and directive from TRAI.
- Registration of entity, sender IDs and other formalities on DLT platform will be responsibility of Service Provider.
- No commitment on volume. Delivery rate should be more than 99.5% within 1 minute.
- We may need additional value-added services such as Missed Call services, OBD Calls and Whatsapp integration.

**Eligibility Criteria –**

- Minimum 5 years of experience in this business
- Minimum 10 reputed customers for reference check about quality of solution and service.
- Companies sending more than 1 Cr messages per day need to apply.
- These conditions may be relaxed as per management directive.

Interested vendors can register by sending the Data Sheet affixed below to e-Mail ID: [satish@amul.coop](mailto:satish@amul.coop) on or before Friday, 28<sup>th</sup> August, 2020. Shortlisted vendors will be invited for Trial run on Saturday, 29<sup>th</sup> August, 2020 afternoon. Final Reverse Auction will be carried out on Monday, 21<sup>st</sup> August, 2020.

Thanks

Yours faithfully,

Sr.Manager(Fin. & Sys.)  
GCMMF Ltd.,  
Anand

**Data Sheet for Registration as Bulk SMS Service Provider**

<b>Sr.No.</b>	<b>Particular</b>	<b>(To be filled by Vendor)</b>
1	Name of the Firm	
2	Head office Address	
3	Tel. No.(with STD)	
4	Mobile No.	
5	e-Mail Address	
6	Year of Establishment	
7	Composition of the Firm Sole Proprietor / Partnership/Private Ltd Co/Limited etc	
8	Turnover in Rs. In lacs (FY 2019-20)	
9	No. of existing Clients	
10	No. of years' experience in the business	
11	No. of SMS per day delivered	