



Tender for Bulk SMS Service Provider - KFON

Tender ID: KFON/SMS/2024-25/02

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Kerala Fibre Optic Network Limited
LIC, Divisional office, Jeevan Prakash,
Pattom, Thiruvananthapuram, Pin-695004

1. Introduction:

This tender document outlines the requirements and specifications for the provisioning Bulk SMS (Short Message Service) for the KFON (Kerala Fiber Optic Network) Project for a period of one (1) year extendable to Three (3) years on mutual terms and agreements. The purpose of this tender is to solicit proposals from qualified vendors to provide a reliable and efficient SMS service that aligns with KFON objectives.

2. Project Overview:

The KFON Project aims to establish a robust Fibre Optic Network infrastructure across the state of Kerala, India. This network will provide high-speed internet connectivity to Government Offices, Educational Institutions, and households. The SMS service is an integral part of the project, enabling effective communication with stakeholders, subscribers, and the public.

3. Bid Details:

The proposal has to be submitted in two separate sealed envelopes, as:

Envelope - 1 containing the signed and sealed technical proposal (as per Section -11 - Technical Proposal Submission, Page # 5) and

Envelope - 2 containing the Commercial Bid Form (Annexure-1).

Both the covers shall be enclosed in a third sealed cover (**Envelope 3**) and submitted as your proposal.

Envelope - 1 shall be super scribed "Technical proposal", **Envelope 2** 'Financial Proposal (Commercial Bid Form-Annexure-1)' and **Envelope - 3** as "**Tender for Bulk SMS service Provider-KFON**" and submit at KFON Office or /courier/Speed Post to the Office of the **Managing Director, Kerala Fibre Optic Network Limited, LIC, Divisional office, Jeevan Prakash, Pattom, Thiruvananthapuram, Pin-695004.**

The bids received shall be opened in the presence of the bidders or their authorized representatives who may like to be present at the time and date fixed by KFON.

Similarly, the sealed Financial Proposal of technically qualified bidders shall be opened in the presence of the bidders or their authorized representatives who may like to be present at the time and date fixed by KFON. However, KFON shall have the right to change the date and time of opening of the bid. The changed date and time shall be notified in advance to each technically qualified bidder.

4. Pre-Bid Meeting & Clarifications

- a) The Authority will host a Pre-Bid meeting for answering queries (if any) by the prospective bidders. The purpose of the pre-bid meeting is to provide a forum to the bidders to clarify their doubts / seek clarification or additional information necessary for them to submit their Bid. The Authority reserves the right to hold or re-schedule the Pre-Bid meeting.
- b) The Pre-Bid meeting will be held on the date and venue as specified in section-15 of this tender document. The bidder or the representatives of the bidders as authorized in writing by the respective organization (limited to two) may attend the pre-bid meeting at their own cost.
- c) The Bidders will have to ensure that their queries for Pre-Bid meeting should reach the Authority by **email only (Excel File)** on or before the last date for sending pre-bid queries mentioned in section-15 of this document by the bidder/authorized representative of the Bidder with subject line: **“Tender for Bulk SMS Service Provider – KFON”**.
- d) The queries should necessarily be submitted in the following format:

Sl. No.	Page No.	Section No.	Content/ Clause of the RFP requiring clarification	Clarification Sought

- e) Queries submitted post the deadline mentioned in this document or which do not adhere to the above-mentioned format may not be responded to. The Authority shall not be responsible for ensuring that they have received the Bidder’s queries.
- f) Bidders are requested to submit the e-mail address, mobile no. of the bidder/authorized representatives and registered address for all communications.
- g) The bidder shall share the Pre-bid queries to the following mail id: **cto@kfon.in**

5. Responses to Pre-Bid Queries and Issue of Corrigendum

- a) The Authority shall provide timely response to the queries. However, the Authority makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does the Authority undertake to answer all the queries that have been posted by the Bidders.

- b) At any time prior to the last date for receipt of bids, the Authority may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the RFP document by a corrigendum.
- c) The Corrigendum (if any) & clarifications to the queries from all bidders will be posted only on KFON official Website (<https://kfon.kerala.gov.in>).
- d) Any such Corrigendum shall be deemed to be incorporated into this RFP. In each instance in which provisions of the Corrigenda contradict or are inconsistent/inapplicable with the provisions of the Tender Document, the provisions of the Corrigendum shall prevail and govern, and the contradicted or inconsistent/inapplicable provisions of the Tender shall be deemed amended accordingly.
- e) In order to provide prospective Bidders reasonable time for taking the Corrigendum into account, the Authority may, at its discretion, extend the last date for the receipt of Proposals.

6. Scope of Work:

The selected vendor will be responsible for providing a comprehensive SMS service, including but not limited to:

1. Bulk SMS Messaging: Ability to send bulk SMS messages to a large number of recipients efficiently.
2. Two-way Communication: Support for two-way SMS communication, allowing recipients to respond to messages.
3. Delivery Reports: Provision of delivery reports for sent messages, indicating successful delivery or any failures with reasons.
4. Opt-in and Opt-out Management: Implementation of opt-in and opt-out mechanisms for recipients to subscribe and unsubscribe from SMS communications.
5. Message Personalization: Capability to personalize SMS messages using recipient names or other relevant details.
6. Scheduling: Option to schedule SMS messages for future delivery.
7. API Integration: Provide APIs for seamless integration with existing systems and applications.
8. Security: Ensuring the security and privacy of SMS content and recipient information.
9. Scalability: Ability to handle a growing number of subscribers and messages as the project progresses.
10. The proposed solution shall be integrated, tested and commissioned with KFON existing systems as per the requirement of KFON.

7. General Requirements:

The SMS service must adhere to the following specifications:

1. **Delivery Rate:** The vendor should guarantee a high percentage of successful message deliveries/receipts.
2. **Throughput:** The system should be able to handle a large volume of messages simultaneously. There should be provision to increase or decrease the TPS based upon the request.
3. **Compatibility:** The service should be compatible with a wide range of mobile devices and carriers.
4. **Language:** Should have facility to send SMS in multiple languages especially in English and Malayalam.
5. **Message Length:** Support for both standard SMS (160 characters) and concatenated SMS for longer messages.
6. **Reporting:** Real-time and detailed reports (usage tracking, delivery report, failed report with error code/description etc) accessible through a web-based interface or API. Reports should be made available in real time as well as can be downloaded in CSV, excel etc formats. The bidder shall be responsible for providing 24x7x365 days service and support for the complaints.
7. The bidder shall have tie up/ arrangements with multiple telecom operators for outbound messages to increase a high percentage of successful message deliveries/receipts.
8. The bidder should provide suitable means such as website/ portal/ tool for generation of customized MIS reports based on the requirements of KFON. The MIS report should have the following minimum fields:
 - a) Campaign Name
 - b) Mobile number
 - c) Message text
 - d) Date/time of SMS send to the operator
 - e) Date/time of SMS delivered to the end subscriber
 - f) Status of the SMS
 - g) Error description for undelivered SMS
 - h) Date/time of SMS received at the gateway
9. **Integration:** Well-documented APIs for integration with the KFON's existing systems and solutions.
10. **Security:** Implementation of encryption and other security measures to protect data transmission and storage.
11. The bidder should have provision for blacklisting/ Purging of Lists of Invalid Numbers/ DND numbers.
12. Bidder should be registered with TRAI and Telemarketer registration.
13. The proposed SMS solution should have a retry logic with multiple channels.

8. General Terms and Conditions:

1. Validity of the offer shall be 180 days from the date of closing of the bid.
2. Bidder shall ensure compliance to all applicable prevailing laws specified by DoT, TRAI and any statutory or regulatory bodies.
3. At any time prior to the last date for receipt of bids, the KFON may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the RFP document by a corrigendum.
4. Any statutory increase or decrease in the taxes and prices by TRAI/ DoT/ any statutory or regulatory bodies during the contract period will have to be considered and the price quoted will be final and binding to the bidder during the period of the contract/agreement.
5. It is the responsibility of the bidder to change/upgrade/customize its infrastructure/solution at all levels for ensuring the compliance to statutory, regulatory guidelines from DoT, TRAI, GOI (Government of India), at no extra cost.
6. The Successful bidder has to sign an Agreement and NDA (Non-disclosure Agreement) with KFON.
7. The Authority shall not entertain any request for clarification from the Bidder beyond the timeline mentioned in Section-15 of this document.

9. Payment Terms

1. No advance payment will be made on awarding the contract.
2. The invoice shall be generated by the successful bidders on monthly basis for the delivered SMS and submitted to KFON.
3. Payment shall be made by KFON on a best effort basis within 30 days of submission of the invoice by the successful bidder and the supporting documents for successfully delivered (outbound) SMS after due diligence.
4. All payments shall be subject to TDS, if any, as per the tax rules at the time of payment.

10. Governing Law and Jurisdiction

1. The Contract and the transactions contemplated therein shall be governed by and construed in accordance with the laws of India.
2. The Contract and the transactions contemplated therein shall be subject to the exclusive jurisdiction of the competent Courts in Thiruvananthapuram, Kerala, India.

11. Technical Proposal Submission:

Interested bidders are required to submit a detailed proposal in a sealed envelope (Envelope-1) that includes the following:

1. All pages of the RFP document must be numbered and duly signed by the Authorized Signatory accompanied by a Power of Attorney/Board Resolution.

2. Company profile and Authorized signatory details.
3. The Bidder Company should be an Indian registered company, incorporated under the Indian Companies Act. The following documents to be submitted:
 - Certification of Incorporation
 - Copy of PAN card
 - Copy of GST registration
4. Experience in minimum two (2) projects in providing similar SMS services to Telco/ISP during FY 2022-23 and FY 2023-24. The Bidder shall submit the Purchase Order/Work Order in this regard for each project.
5. Technical specifications and Low-Level Design document of the proposed SMS service.
6. Self-Declaration in the company letter head from the bidder on the **testing and commissioning timeline** (in days) from the date of issue of Work Order/ Letter of Intent.
7. Proof of Office location such as latest property tax bill/Electric bill/BSNL land line Telephone bill.
8. Information about customer support services.
9. Single Point of Contact and Escalation matrix.
10. References/Work Completion Certificate from previous clients - Minimum two (2) projects (FY 2022-23, 2023-24).
11. Copy of TRAI and DLT Telemarketer registration certificate.
12. Duly filled Annexure-2, Annexure-3, and Annexure-4.

The bidders who successfully submit all the above documents shall be considered for the technical evaluation. KFON may ask for clarification of any document shortfall from the bidder during the evaluation process. In such cases, the bidder shall submit the required documents within prescribed time mentioned in the correspondence. The bidders who do not respond within the prescribed time period shall not be considered for further evaluation.

Bidders to ensure that the Annexure-1 (Commercial Bid Form) is NOT attached along with the Technical proposal.

12. Commercial Proposal Submission:

Bidders are required to submit the commercial bid form in a sealed envelope (Envelope-2) that includes the following:

1. Duly filled Annexure-1.

13. Audit

The bidder shall at all times whenever required furnish all information, records, data stored in whatsoever form to internal, external, KFON appointed, and statutory inspecting auditors and extend full cooperation in carrying out of such inspection. The bidder is required to facilitate the same at no additional cost and shall provide uninterrupted access to the documents required by the auditors. Further the bidder has to ensure rectification of all the irregularities thus pointed out by the auditor within a given time frame at no additional cost to KFON.

14. Evaluation Criteria:

The proposals will be evaluated based on the following criteria:

1. Technical Proposal.
2. Commercial bid of the Technically Qualified Bidders.

The L1 bidder will be determined based on the lowest quote in the Commercial Bid Format.

In case of a tie, the KFON will ask the respective bidders to resubmit their final negotiated rate in a closed cover (Annexure 1 format) to be submitted to the MD, KFON. The same shall be opened in the presence of the respective bidders. The bidder who quotes the lowest rate in the closed cover bid will be declared as the L1 bidder.

15. Timeline:

1. Tender Release Date: 13/02/2025
2. Pre-bid Meeting Date: 18/02/2025
3. Pre-bid Meeting Venue: Online/KFON HQ
4. Deadline for Proposal Submission at KFON HQ: 28/02/2025- 4.00 PM.

16. Termination of Contract

The Bidders must ensure a minimum SMS delivery rate of 90% each month. If the delivery rate falls below 90% for three consecutive months or drops below 80% in any single month, KFON reserves the right to terminate the contract with the bidder, providing a 15-day notice.

17. Disclaimer:

1. KFON reserve the right to accept or reject any bid, and to annul the bidding process and reject all bids at any time prior to awarding the Contracts, without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the grounds for such decision.
2. Submission of a proposal does not imply an obligation to award the contract.

We look forward to receiving your proposal and potentially working together to contribute to the success of the KFON Project.

Annexure -1

Commercial Bid Form

Outbound SMS

Sl.no	Unit	Cost per SMS excluding GST (in figures)	Cost per SMS excluding GST (in words)
1	Paisa-Ps		

Prices should be quoted as indicated in the respective bid format and indicate both in figures and words. Price in words will prevail, in the event of any mismatch.

1. The rates quoted in the tenders shall be firm and shall not be subjected to variations because of fluctuation in market rates, taxes or any other reasons whatsoever during the contract period.
2. Bidders are not permitted to add/delete/change the format of the commercial bid format under any circumstances and such bids are considered to be invalid and shall be rejected.
3. The conditional bids are considered to be invalid and shall be rejected.
4. GST will be paid on actual on production of original invoice.
5. The price quoted above shall include One Time Charges (OTC), DLT scrubbing charges, platform charge, any other hidden charges.

Date:
Signatory):
Place:

Name and Signature of the Bidder (Authorized
Business Address:

Annexure- 2

Bidder Details

Details of the Bidder

S. No	Particulars	Details
1	Company/ Organization Name	
2	Date of Incorporation and /or commencement of business	
3	Certificate of incorporation	
4	Brief description of the Bidders including details of its main of business	
5	Company websites URL	
6	Company PAN Number	
7	Company GSTIN Number	
8	Particulars of the Authorized Signatory of the Bidder a) Name b) Designation c) Address d) Phone Number (landline) e) Mobile Number f) Email Address	

Name & Signature of authorized signatory:

Seal of Company:

Date:

Annexure 3

Undertaking by bidder

Place:

Date:

To,
Managing Director,
Kerala Fibre Optic Network, LIC, Divisional office,
Jeevan Prakash, Pattom, Thiruvananthapuram, Pin-695004

Undertaking (to be submitted by all Bidders on their letter head)

We (Bidder name), hereby undertake that-

As on date of submission of tender, we are not blacklisted by the Central Government/ any of the State Governments/ PSUs in India or any financial institution in India.

We also undertake that; we are not involved in any legal case that may affect the solvency / existence of our firm or in any other way that may affect capability to provide/ continue the services to KFON.

Yours Faithfully,

Authorized Signatories:
(Name, Designation and Seal of the Company)
Date:

Annexure 4

Undertaking of Information Security

(This letter should be on the letterhead of the bidder duly signed by an authorized signatory on information security as per regulatory requirement)

Place:

Date:

To,
Managing Director,
Kerala Fibre Optic Network, LIC, Divisional office,
Jeevan Prakash, Pattom, Thiruvananthapuram, Pin-695004

Sir,

We hereby undertake that the proposed solution/ software to be supplied will be free of malware, free of any obvious bugs and free of any covert channels in the code (of the version of the application being delivered as well as any subsequent versions/modifications done)

Yours faithfully,

Authorized Signatories:

(Name, Designation and Seal of the Company)

Date: