

Minutes of the Meeting

Dated: 25.02.2025

The Clarification to Pre-Bid Queries raised by prospective bidders in response to Tender Ref No: KFON/SMS/2024-25/02 in February 2025.

The pre-bid meeting was held on 18-02-2025 at 10.30 AM in the conference room of KFON HQ, Pattom.

Though most of the queries raised by the prospective bidders were clarified during the meeting, clarifications for the remaining queries are hereby issued. Wherever there is a conflict, the provisions herein shall prevail over the relevant Para/clauses of the RFP/ bid document.

Sl. No	Page No.	Section No.	Content/ Clause of the RFP requiring clarification	Clarification Sought	Clarification Provided
1	6	8-General Terms and Conditions (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.	The statutory increase in taxes and other mandatory increase in TSP charges are purely a Govt. mandate and would request you to kindly reconsider the same.	The clause remains the same
2	7	11- Technical Proposal Submission (7)	Proof of Office location such as latest property tax bill/Electric bill/BSNL land line Telephone bill.	We are a Karnataka-based company and do not have a local address in Kerala. Are we still eligible to participate in the tender?	Refer the Tender Clauses
			Experience in minimum two (2)	We procure services from telecom operators rather than selling to them. Could you clarify under what terms they	

3	7	11- Technical Proposal Submission (4)	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.	would purchase from us? Additionally, we have purchase orders from well-established brands in other industries in India. Can we submit these purchase/work orders as part of the requirement? Also, what is the minimum threshold value for the purchase order in terms of amount?	Refer Corrigendum.
4	7	11- Technical Proposal Submission (10)	References/Work Completion Certificate from previous clients - Minimum two (2) projects (FY 2022-23, 2023-24).	We have client Workorders, clients oftenly hesitate to issue completion certificates.Please advise if the following clause can be modified only with requirement of workorders.	Self declaration from the bidder with reference Details (Contact person name, Designation, Contact number, email ID) of the clients will be accepted.
5	4	6 - Scope of Work		What is the estimated monthly SMS volume that KFON expects to send?	The current average SMS count ranges from 400,000 to 500,000. However, KFON does not commit to any specific SMS volume.
6	4	6 - Scope of Work		What type of SMS will be primarily used – Transactional, Promotional, or both?	SMS can fall into various categories, including transactional, campaign, notifications, informational, OTPs, and more.
7	4	6 - Scope of Work		Are there any specific use cases or workflow expectations for the SMS service (e.g., OTPs, alerts, notifications)?	Refer Section 6: Scope of Work of the Tender
8	4	6 - Scope of		Is there any requirement for	Refer Section 6:

		Work		SMPP connectivity apart from API?	Scope of Work of the Tender
9	4	6 - Scope of Work		We need some clarification for offering a better competitive rate and the clarification required on below points: 1) Whether your sender id/header is DLT exempted? 2) Whether your sender id/header is TRAI/IUC exempted?	The KFON sender ID/Header is not exempted by DLT, TRAI or IUC
10	4	6 - Scope of Work		Will KFON consider volume-based pricing discounts in case of increased SMS usage?	Refer the Tender Clauses
11	4	6. Scope of Work (2)	Two-way Communication: Support for two-way SMS communication, allowing recipients to respond to messages.	For the Two-Way Communication, there is requirement of Long Code or Short Code. Please clarify that does the KFON have Short Code? Or Long code will be provided by the vendor. If yes, there is monthly rental charge for Long code which needs to be mentioned in the Commercial Section of Annexure-1.	The proposed solution should support two-way communication. However, through this tender, KFON intends to onboard an SMS service provider specifically for outbound SMS.
12	4	6. Scope of Work (4)	Opt-in and Opt-out Management: Implementation of opt-in and opt-out mechanisms for recipients to subscribe and unsubscribe from SMS communications.	Please clarify more regarding the same	It refers to the mechanism that allow the recipients to subscribe (opt-in) and unsubscribe (opt-out) from receiving SMS communications.
		11. Technical	Copy of TRAI and	TRAI is not issuing the Telemarketer Certificates since 2018, only Operators	

13	7	Proposal Submission (11)	DLT Telemarketer registration certificate.	are issuing the TM Certificates. Kindly confirm that the TM Certificates issued by Operators will be sufficient?	Operator issued valid Telemarketer Certificates are acceptable.
14	9	Annexure-1	Unit- Paise-PS	Under Unit, it is mentioned Paise-PS. Kindly confirm that the Unit Price to be quoted in Paise or in Rupees .	The price to be quoted in Indian paise.
15	7	11. Technical Proposal Submission (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.	BSNL itself is a Central PSU Telco/ISP and having own SMS platform and using this service for communicating with own customers and providing Bulk SMS services to various cutomers like Banks, Govt and Pvt Customers. Kindly consider that this clause is complied by BSNL.	Refer Corrigendum.
16	9	Annexure 1: Commercial Bid Form	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.	Kindly permit to quote Unit price based on volume of SMS. Also kindly provide an estimated number of SMS/Month.	The clause remains the same
17	4	6. Scope of Work (4)	Opt-in and Opt-out Management: Implementation of opt-in and opt-out mechanisms for recipients to subscribe and	Should this point be handeled by the SMS vendor ? This has to be handled from the database	The solution

			unsubscribe from SMS communications.	level by the customer itslef .	should support for Opt-in and Opt-out Management.
18	5	7. General Requirements (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.	BSNL is a Telecom Service provider with short message service center (SMSC)s in all four zones in India and have facilities for delivering messages to domestic numbers successfully. Kindly consider that this clause is complied by BSNL.	The bidder should ensure high percentage of successful message deliveries/receipts as per the service levels mentioned in the tender.

Minutes of the meeting is an integral part of the RFP document.

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