REPLY / CLARIFICATION TO BIDDERS QUERIES RAISED DURING PRE-BID MEETING
APPOINTMENT OF SERVICE PROVIDER FOR BULK SMS AND WHATSAPP SERVICES, TENDER ID- 355187

Sr. No.	Page No./ Clause No.	Title of Clause as per Tender	Description of Clause as per Tender	Bidders Comments / Queries	GEL Reply
1	Scope of Work Pg No. 7 to 10	3. Service Level Agreement 5. Penalty	3. Service Level Agreement 5. Penalty	Please allow deviation due to uncontrollable factors which are outside the purview of selected vendor. Ex. User-related, Meta related, Regulatory, Statutory etc.	Uncontrollable events will not be treated as SLA default. Failures / delays attributable to GEL's systems or users (e.g., invalid or inactive numbers, handset switched off, subscriber-side blocking / DND), regulatory or statutory changes, force majeure, and platform-wide outages of Meta or telecom operators beyond the bidder's control will be excluded from SLA and penalty computation, subject to documentary evidence and prompt notification and mitigation by the bidder. Failures attributable to the bidder's own platform, routes or integrations remain subject to Sections 3 and 5 of the SOW. No other change.
2	Scope of Work Pg No. 11	3. Service Level Agreement	3.6 1.Bidder shall also arrange monthly report containing Header (Sender ID) wise count of submitted, delivered and non-delivered of SMS directly from operator.	Telecom operators do not provide or validate client specific data, please remove this clause.	Tender conditions prevails
3	SECTION IV GENERAL TERMS OF CONTRACT (GTC) Pg No. 8	5. SCHEDULE OF RATES:	Rates as set forth in the CONTRACT for all SERVICES to be performed and/or GOODS to be delivered shall be on firm price basis and no escalation will be entertained during RATE VALIDITY PERIOD, with the exception of any price variation specified in the CONTRACT.	Please allow rate revision on account of external factors like Govt. / Meta (WhatsApp) etc. We will apply revised rates post written confirmation from GEL.	The quoted rates shall remain fixed and firm throughout the entire contract period. Bidders shall quote their rates after duly considering all applicable cost variations, including increases in manpower costs, statutory contributions, taxes, duties and other incidental expenses etc. No price escalation or revision shall be admissible during the contract period.
4	Scope of Work Pg No. 4	Bulk WhatsApp Service	2.2.6 Service provide shall have facility to sending customized messages, Multi Language Functionality, Multiple Account Supported, Delay Control Feature and Delivery report of each message send.	Could you specify what delay control feature are we talking about here.	Delay control means the facility to control the timing and pace of sending, e.g., scheduling messages for a specific date / time, throttling the sending rate or setting the interval between messages / campaign batches, and holding / releasing messages within configured time windows. The facility shall be configurable by GEL users / applications on the platform.

REPLY / CLARIFICATION TO BIDDERS QUERIES RAISED DURING PRE-BID MEETING
APPOINTMENT OF SERVICE PROVIDER FOR BULK SMS AND WHATSAPP SERVICES, TENDER ID- 355187

Sr. No.	Page No./ Clause No.	Title of Clause as per Tender	Description of Clause as per Tender	Bidders Comments / Queries	GEL Reply
5	Scope of Work Pg No. 5	Bulk WhatsApp Service	2.2.9 Continuity and Migration of Existing Live WhatsApp Services: The Service provider shall take over, migrate, continue, and support all existing WhatsApp services, customer journeys, menus, templates, integrations, APIs, configurations, reports, business rules, and other components, that are live/operational at GEL at the time of award. The transaction shall be planned and executed without disruption to existing customer services.	Chatbot flows are hosted and developed by vendor who also owns the IP, hence for a new vendor it will be a new development. Requesting you to relax the clause for flow/customer journey migration.	The requirement is continuity of live customer services. The selected bidder shall re-create / configure equivalent WhatsApp journeys, menus, templates, integrations and reports on its own platform, with the same functionality and business rules, and cut over without disruption. GEL will make available the existing journey / menu specifications and documentation available with it. Rates for the same is mentioned in SOR Item no. 5.
6	Scope of Work Pg No. 5	Bulk WhatsApp Service	2.2.15 The future Scope shall include OCR based bill/document processing and extraction API-led, integration with SAP and related capabilities identified by GEL from time to time	Do you have an OCR partner whose API we can integrate with?	The bidder shall arrange its own OCR solution (own or through its partner) at its cost and integrate it with the WhatsApp journey and GEL's SAP / billing systems as per Clause 2.2.25.

REPLY / CLARIFICATION TO BIDDERS QUERIES RAISED DURING PRE-BID MEETING
APPOINTMENT OF SERVICE PROVIDER FOR BULK SMS AND WHATSAPP SERVICES, TENDER ID- 355187

Sr. No.	Page No./ Clause No.	Title of Clause as per Tender	Description of Clause as per Tender	Bidders Comments / Queries	GEL Reply
7	Scope of Work Pg No. 7	Bulk WhatsApp Service	2.2.25 OCR-Based billing and document processing- The Service Provider shall implement OCR-based billing and document-processing capability enabling customers to submit self-meter-reading photographs and bill/document images through WhatsApp. The solution shall automatically read and extract the meter reading, consumption, bill/receipt details and other required fields, validate the extracted data against GEL's SAP/billing records, and process it through the defined self-billing/bill-related journey. It shall support and handle variable image quality with re-capture guidance, apply configurable confidence/accuracy thresholds, route low-confidence/exception cases for manual review, and incorporate basic anomaly/fraud checks (e.g., abnormal consumption, duplicate or tampered images). Minimum extraction accuracy shall be governed by the SLA (Section 3).	Do you have an OCR partner whose API we can integrate with.	Please refer to the reply to Sr. No. 6. GEL does not nominate any OCR partner; the bidder shall arrange and integrate its own OCR solution at its cost.

REPLY / CLARIFICATION TO BIDDERS QUERIES RAISED DURING PRE-BID MEETING
APPOINTMENT OF SERVICE PROVIDER FOR BULK SMS AND WHATSAPP SERVICES, TENDER ID- 355187

Sr. No.	Page No./ Clause No.	Title of Clause as per Tender	Description of Clause as per Tender	Bidders Comments / Queries	GEL Reply
8	SoW Page 3, Section 1; Section 2 (estimated quantities)	Estimated Quantities	Estimated SMS and WhatsApp quantities are provided for FY 2026–27, 2027–28 and 2028–29 and are stated to be indicative.	Please confirm whether the stated annual volumes are planning estimates only or whether GEL expects any minimum committed consumption. Kindly also share the expected peak/day and peak-hour volumes, traffic seasonality and any anticipated volume growth, as these parameters impact capacity planning and pricing.	The annual volumes are planning estimates only. There is no minimum committed consumption; payment will be only for messages successfully delivered, and volumes may vary by category and year.
9	SoW Page 3, Clause 2.1.1	Bulk SMS Service	The SMS Gateway shall provide a platform to send/receive bulk SMS and APIs/interfaces for integration with GEL's SAP system and other means. Messages are generated from GEL applications and may be sent/received in multiple languages.	Please share the current SAP landscape, relevant modules, integration architecture, interface/API specifications, authentication/network requirements and the number of GEL applications to be integrated. Kindly clarify which integration changes and development activities are expected from the service provider versus GEL/SAP implementation partners.	The SAP landscape, interface / API specifications, connectivity and security requirements, and the list of GEL applications to be integrated will be shared with the selected bidder, under NDA. Integration support is included in the quoted rates.
10	SoW Pages 3–4, Clauses 2.1.1–2.1.3	Bulk SMS Service – Languages and Message Types	The SMS platform shall support English, Hindi, Gujarati, Marathi, Punjabi and other state languages, along with transactional, promotional and OTP messages.	Please confirm the exact languages required at go-live and whether GEL will provide approved message content/translations. Kindly clarify whether any language-specific template creation, Unicode handling, content translation or testing is expected from the service provider.	Languages required: English, Hindi, Gujarati, Marathi and Punjabi. GEL will provide the message content / translations. The bidder shall support Unicode handling, template registration with the DLT platform, and testing for these languages. Content translation by the bidder is not required. No language-based premium is payable.

REPLY / CLARIFICATION TO BIDDERS QUERIES RAISED DURING PRE-BID MEETING
APPOINTMENT OF SERVICE PROVIDER FOR BULK SMS AND WHATSAPP SERVICES, TENDER ID- 355187

Sr. No.	Page No./ Clause No.	Title of Clause as per Tender	Description of Clause as per Tender	Bidders Comments / Queries	GEL Reply
11	SoW Page 4, Clause 2.1.4	Two-Way SMS Using Long/Short Code	Two-way SMS shall support long/short codes and customer responses using defined keywords, including opt-in/opt-out, feedback, option selection and KYC details.	Please confirm the number of long codes/short codes and active keywords required, whether codes are to be newly procured or existing codes ported, the expected inbound response volume, and whether keyword configuration, response workflows and any KYC-related processing are in scope.	Codes are to be procured by the bidder; details of any code currently in use by GEL will be shared at discovery and, where feasible, ported / continued. Inbound response volume is covered by the estimated two-way SMS quantity (66,20,000 over 3 years). Keyword configuration and response workflows are in scope; the bidder shall capture the responses (incl. KYC details submitted) and make them available through reports / API, while validation of KYC data will be done in GEL systems unless a specific journey is agreed.
12	SoW Page 4, Clauses 2.2.1–2.2.8	Bulk WhatsApp Service	WhatsApp service includes rich media, notifications, multi-step transactions, one-step customer-initiated retrieval, customized messages, multilingual functionality, multiple accounts, delay control, delivery reports, content whitelisting and opt-in handling.	Please confirm the required WhatsApp Business Account(s), phone number(s), business portfolios and expected user/account setup. Kindly identify the required message types and interactive features (e.g., buttons/lists, media and document exchange), and clarify who will prepare/approve templates and content and manage customer opt-in records.	Existing live WhatsApp number(s) / account(s) are to be migrated; the details will be shared at discovery. Additional numbers / accounts may be required during the contract as per GEL's needs, and these shall be onboarded without a separate set-up charge. Message types are as per Clause 2.2.1 (text, PDF, images, audio, video, location, contact and other documents), including interactive features (buttons / lists) supported by the WhatsApp Business Platform. GEL will provide template content; the bidder shall get templates approved / whitelisted (Clause 2.2.7) and configure and maintain opt-in records on the platform (Clause 2.2.8). The account shall be created in GEL's name.
13	SoW Page 4, Clauses 2.2.2–2.2.5	WhatsApp Transactions and Customer Journeys	WhatsApp examples include service-request closure, bill generation, payment receipts/reminders, feedback/surveys, KYC updation, bill amount retrieval and tracking customer-care/emergency contact details.	Please provide the list of customer journeys and use cases required at go-live, including journey flows, user inputs, business rules, backend actions and expected outcomes. Please confirm whether development of a conversational chatbot/bot logic is required, or whether the scope is limited to configuring and operating the stated WhatsApp messaging and transaction journeys.	The journeys required are those listed in Clauses 2.2.2 to 2.2.4 (notifications, transactions, retrieval) and those currently live. Detailed flows, inputs, business rules and backend actions will be shared at discovery with the selected bidder. The scope is menu / button-driven transactional journeys, integrated with GEL systems, to be configured, operated and supported by the bidder.

REPLY / CLARIFICATION TO BIDDERS QUERIES RAISED DURING PRE-BID MEETING
APPOINTMENT OF SERVICE PROVIDER FOR BULK SMS AND WHATSAPP SERVICES, TENDER ID- 355187

Sr. No.	Page No./ Clause No.	Title of Clause as per Tender	Description of Clause as per Tender	Bidders Comments / Queries	GEL Reply
14	SoW Page 5, Clauses 2.2.9–2.2.13	Continuity and Migration of Existing Live WhatsApp Services	The service provider must take over, migrate, continue and support existing live WhatsApp services, including customer journeys, menus, templates, integrations, APIs, configurations, reports and business rules, with discovery, testing, cut-over, rollback and hyper-care.	Please share an inventory of the existing WhatsApp solution, including current provider/platform, WABA and phone-number ownership, number of journeys/menus/templates, integrations/APIs, reports, business rules, custom developments, dependencies and known issues. Kindly confirm what documentation, credentials and incumbent-provider support will be made available for discovery and migration.	The detailed inventory (current provider / platform, number of journeys, menus, templates, integrations / APIs, reports, business rules, dependencies and known issues) will be shared with the selected bidder at the discovery stage under NDA. WABA and phone-number ownership details will be shared at discovery; refer also to reply on Clause 2.2.11. Bidders shall price on the basis of the SOW and SOR Item 5.
15	SoW Page 5, Clauses 2.2.10–2.2.14; Page 7, Clause 2.2.28	Transition-In and Hyper-Care	Transition and takeover is to be planned without service disruption; transition-in is indicatively within 15 days of award, includes parallel-run/validation, knowledge transfer and hyper-care, and is stated to be at no additional cost.	Please confirm the mandatory transition timeline, the required duration of parallel run and hyper-care, and the expected number of knowledge-transfer sessions. Kindly clarify GEL's and the incumbent provider's responsibilities and dependencies, and confirm whether material remediation or re-development discovered during migration is included in the no-additional-cost transition.	The 15-day period is indicative; the mandatory timeline, the duration of parallel run and hyper-care, and the number of knowledge-transfer sessions will be fixed in the mutually agreed Transition & Migration Plan (Clause 2.2.10) after discovery.
16	SoW Page 5, Clauses 2.2.14–2.2.17	Future Capability Enablement and Integrations	The solution must support future WhatsApp services, journeys, integrations and digital capabilities, including implementation, integration, testing, deployment and support for enhancements; APIs/interfaces and controlled releases are required.	Please clarify the anticipated volume and nature of future enhancements during the three-year contract, and whether these are expected within the quoted service rates or will be separately scoped/approved. Kindly define any included effort limits, change-request process and acceptance criteria for new journeys and integrations.	Future enhancements are expected to be moderate and cannot be quantified now. New templates, journeys and integrations that can be implemented using the bidder's standard platform capabilities are included in the quoted rates.

REPLY / CLARIFICATION TO BIDDERS QUERIES RAISED DURING PRE-BID MEETING
APPOINTMENT OF SERVICE PROVIDER FOR BULK SMS AND WHATSAPP SERVICES, TENDER ID- 355187

Sr. No.	Page No./ Clause No.	Title of Clause as per Tender	Description of Clause as per Tender	Bidders Comments / Queries	GEL Reply
17	SoW Pages 5–6, Clauses 2.2.15–2.2.16; Page 7, Clause 2.2.25	OCR-Based Billing and Document Processing	The scope includes OCR-based bill/document processing and extraction, including self-meter-reading photographs and bill/document images submitted through WhatsApp, validation against SAP/billing records, exception handling and anomaly/fraud checks.	Please confirm the complete OCR use cases and document/image types, expected monthly volumes, fields to be extracted, validation rules, supported image formats/languages and downstream processing steps. Kindly clarify whether OCR software/licensing, model configuration, manual review operations and any third-party services are to be provided by the service provider.	OCR use cases are as per Clause 2.2.25: self-meter-reading photographs and bill / receipt images submitted through WhatsApp, extraction of meter reading, consumption, bill / receipt details and other required fields.
18	SoW Page 7, Clause 2.2.25; Page 9, Section 3 SLA	OCR Accuracy / SLA	OCR shall support variable image quality, re-capture guidance, configurable confidence/accuracy thresholds, manual review of low-confidence cases and basic anomaly/fraud checks. Minimum extraction accuracy is stated to be governed by the SLA.	The SLA section does not specify a numerical OCR extraction-accuracy target or its measurement method. Please define the minimum accuracy percentage, test dataset/sample size, measurement methodology, treatment of unreadable/poor-quality images, exception cases and any associated service credits or penalties.	OCR accuracy / confidence thresholds, test dataset, measurement method, treatment of unreadable / poor-quality images and any associated service credits will be finalised with the selected bidder during OCR design and UAT.
19	SoW Pages 5–6, Clauses 2.2.16–2.2.17; Page 7, Clause 2.2.25	API and System Integrations	WhatsApp must integrate with GEL's SAP, CRM, billing, payment and document/OCR systems and support secure request/response exchange, logging, monitoring, traceability and controlled deployments.	Please provide the system-wise integration inventory, available API/interface documentation, API limits, authentication/security requirements, network connectivity and test credentials. Kindly clarify whether GEL will provide and maintain the required APIs, middleware, SAP/CRM changes and third-party system access, and identify any integration components to be developed by the service provider.	GEL will provide and maintain APIs and access on its systems and carry out changes in SAP / CRM. The bidder shall provide the WhatsApp-side APIs, middleware / connectors and OCR integration required, and secure request / response handling, logging and monitoring as per Clauses 2.2.16 and 2.2.21 to 2.2.23, within the quoted rates.

REPLY / CLARIFICATION TO BIDDERS QUERIES RAISED DURING PRE-BID MEETING
APPOINTMENT OF SERVICE PROVIDER FOR BULK SMS AND WHATSAPP SERVICES, TENDER ID- 355187

Sr. No.	Page No./ Clause No.	Title of Clause as per Tender	Description of Clause as per Tender	Bidders Comments / Queries	GEL Reply
20	SoW Page 6, Clauses 2.2.18–2.2.20	Reporting, Dashboards and Analytics	Web dashboards and downloadable reports are required, with GA-wise and Zone-wise views and drill-downs; reports include service/menu/journey volumes, sessions, users, drop-offs, transactions, API status, payments, feedback, delivery/read status, opt-in/opt-out, response times and hand-offs.	Please confirm the required dashboard user roles, number of users, exact GA/Zone hierarchy, report formats, standard versus custom reports, and whether GEL expects configurable self-service report building. Kindly clarify whether any historical data migration or backfill is required.	Dashboard user roles and number of users will be configured as GEL requires and shared at discovery. Reports shall be available in Excel / CSV / PDF. Standard dashboards with configurable filters, drill-down and user-defined periods are required (Clause 2.2.20); a full self-service report-builder is not mandatory. Migration of historical data is not required.
21	SoW Page 6, Clauses 2.2.21–2.2.23; Page 8, Clauses 2.4–2.6	Audit Trail, Monitoring and Log Archival	The solution must maintain audit trails and transaction traceability, provide access to logs and transaction-level details, real-time/near-real-time monitoring and alerting, message delivery reports, downloadable response reports and periodic log archival/clean-up.	Please specify the required log and report retention periods, estimated data volumes, archival frequency, export/API requirements and whether historical records from the existing platform must be migrated. Kindly confirm any storage, archival or retrieval infrastructure that GEL will provide versus that expected from the service provider.	Retention and archival periods shall be 12 months. The bidder shall retain logs for at least the period required Logs / reports shall be available through portal download and, where needed, API / file export.
22	SoW Page 7, Clause 2.2.26; Page 8, Clause 2.12	Data Ownership, Privacy, Security and Compliance	GEL owns all service-related data; requirements include applicable data-protection laws, consent management, PII protection/masking, data storage within India, secure retention/disposal and access limited to authorized personnel.	Please confirm the applicable data-retention and deletion schedules, required PII masking fields, encryption/key-management standards, audit/security assessment requirements, hosting restrictions and any specific GEL security controls or certifications beyond those stated. Kindly clarify whether GEL requires a particular hosting model or approved hosting environment.	Retention and deletion schedules, PII masking fields (e.g., mobile number, customer identifiers) and any additional GEL security controls will follow GEL's IT / information-security policy and be shared at discovery. Encryption shall be to industry standard. Hosting on the bidder's own data centre or an India-region cloud is acceptable, provided all GEL data, logs and backups remain within India and the controls of Clause 2.2.26 are met.

REPLY / CLARIFICATION TO BIDDERS QUERIES RAISED DURING PRE-BID MEETING
APPOINTMENT OF SERVICE PROVIDER FOR BULK SMS AND WHATSAPP SERVICES, TENDER ID- 355187

Sr. No.	Page No./ Clause No.	Title of Clause as per Tender	Description of Clause as per Tender	Bidders Comments / Queries	GEL Reply
23	SoW Page 7, Clause 2.2.27; Page 8, Clauses 2.18–2.19	Environments, Change and Release Management	Separate Development, UAT/Testing and Production environments are required, with version/configuration/change/release management and GEL approval gates. A demo account and software manual/specifications are also required.	Please confirm whether GEL will provide the infrastructure, access, test data and system connectivity for Development, UAT and Production, or whether the service provider must provision and bear the cost of these environments. Kindly specify the expected demo duration, test scenarios and required documentation.	The bidder shall provision and bear the cost of Development, UAT and Production environments on its platform. GEL will provide test data, access and connectivity from the GEL side. The demo / trial account shall be provided free of cost for a duration sufficient to test the features listed in the SOW.
24	SoW Page 7, Clause 2.2.29	Exit Management and Reverse Transition	At contract expiry/termination, the service provider must provide exit and reverse-transition support at no additional cost for a minimum of three months, including data, configurations, templates, business rules, custom developments/source code, documentation and transfer of WhatsApp assets.	Please clarify the expected scope and effort for the minimum three-month exit period, including the volume/format of data to be handed over, transfer of accounts/numbers, knowledge-transfer sessions and successor-agency support. Kindly confirm the treatment of third-party/licensed components and ownership/escrow requirements for custom developments.	Exit and reverse-transition support is for a minimum of three months at no additional cost, covering handover of GEL data, configurations, templates, business rules and documentation in standard / agreed formats (e.g., CSV / Excel / database export), transfer of WhatsApp Business Account / numbers (subject to Meta policies), knowledge-transfer sessions as needed and reasonable cooperation with the successor agency. Messages delivered during the exit period are paid at SOR rates.
25	SoW Page 7, Clause 2.2.30; Page 8, Clause 2.14	Governance and Program Management / Training	A dedicated account/project manager and single point of contact are required, with operational, monthly service and quarterly business reviews, registers and status reporting. Onsite training is required as and when needed.	Please confirm the expected staffing/availability model for the dedicated manager and support teams, frequency/location of governance meetings, number of GEL locations/users requiring onsite training and anticipated training frequency. Kindly clarify whether onsite visits and travel are expected to be included in the quoted rates.	The account / project manager and the single point of contact may work remotely, but must be available during GEL's working hours and for escalations. Governance meetings (operational reviews as needed, monthly service reviews and quarterly business reviews) may be held virtually or at GEL's office as GEL decides. Training is to be given as and when required (e.g., at go-live, for major releases and new user batches), which may be online. However incase any requirement from GEL side bidder need to visit GEL office at own cost.

REPLY / CLARIFICATION TO BIDDERS QUERIES RAISED DURING PRE-BID MEETING
APPOINTMENT OF SERVICE PROVIDER FOR BULK SMS AND WHATSAPP SERVICES, TENDER ID- 355187

Sr. No.	Page No./ Clause No.	Title of Clause as per Tender	Description of Clause as per Tender	Bidders Comments / Queries	GEL Reply
26	SoW Page 8, Clause 2.3	Fallback Facility Between SMS and WhatsApp	The service provider shall arrange fallback between SMS and WhatsApp if required by GEL.	Please clarify the expected fallback scenarios and trigger conditions (e.g., failed delivery, timeout or channel unavailability), whether fallback is automatic or initiated by GEL, retry limits and delivery-status dependency. Kindly confirm how fallback messages will be billed and whether both channels' charges may apply to the same customer transaction.	Fall-back will be configured by GEL application-wise: it may be automatic on defined triggers (e.g., WhatsApp delivery failure or timeout) or initiated by GEL, with trigger conditions, wait time and retry limits configurable by GEL. Only the channel that delivers the message successfully is billed: a failed WhatsApp message is not billed, and the SMS sent as fall-back is billed at the applicable SMS rate. Charges of both channels will not apply to the same message unless both are delivered successfully.
27	SoW Page 8, Clauses 2.9–2.11	SMS Gateway Features and Time Restrictions	The SMS gateway shall support templates and contact directories, provide APIs/business accounts for SMS and WhatsApp integration, and restrict SMS transmission to configured time slots for different applications.	Please confirm the expected number of application integrations, templates, contact directories and user groups, and whether self-service administration is required. Kindly clarify the configurable time-window rules, timezone, exceptions for transactional/OTP traffic and whether scheduling/restriction must be applied at application, user or message-type level.	The number of application integrations, templates, contact directories and user groups will be shared at discovery. Self-service administration (users, templates, contact directories, reports) by GEL on the portal is required. Time-window rules shall be configurable in IST at application, user-group and message-type level. OTP and any messages designated critical by GEL may be configured for 24x7 delivery.
28	SoW Page 8, Clauses 2.4–2.5 and 2.16	Customer Response and Delivery Reports	The platform must retain customer responses and delivery status, provide downloadable reports, and provide daily customer/message details for SMS sent and received.	Please specify the required fields, file formats, delivery frequency and transfer method for daily sent/received customer-level data and delivery reports. Kindly confirm whether reports must be delivered automatically to GEL systems or whether portal downloads are sufficient.	Daily customer / message-level data shall include at minimum: mobile number, Sender ID / header, template / message ID, date-time submitted and delivered, delivery status and response (for two-way SMS), in CSV / Excel format. Portal download is sufficient initially; automated delivery to GEL systems (API / SFTP) shall be provided when GEL requires, at no additional cost.
29	SoW Page 9, Clause 3.1	Service Availability	Service availability of 99.5% is required for Bulk SMS and WhatsApp.	Please define the availability calculation, measurement window, monitoring source and permitted exclusions, including planned maintenance, telecom/operator outages, Meta/WhatsApp outages and GEL-side system/API failures. Kindly confirm whether the 99.5% target is measured separately for each channel and for the end-to-end integrated solution.	Availability shall be measured monthly, separately for SMS and for WhatsApp, for the bidder's platform and components under its control, using the bidder's monitoring system (logs to be available to GEL for verification). Exclusions: planned maintenance notified as per the SOW (min. 48 hours' notice), outages attributable to GEL's systems / network / APIs, force majeure, and platform-wide telecom operator or Meta outages beyond the bidder's control, subject to documentary evidence and prompt notification and mitigation by the bidder. End-to-end solution availability will be reviewed jointly where GEL-side dependencies exist.

REPLY / CLARIFICATION TO BIDDERS QUERIES RAISED DURING PRE-BID MEETING
APPOINTMENT OF SERVICE PROVIDER FOR BULK SMS AND WHATSAPP SERVICES, TENDER ID- 355187

Sr. No.	Page No./ Clause No.	Title of Clause as per Tender	Description of Clause as per Tender	Bidders Comments / Queries	GEL Reply
30	SoW Pages 9–10, Clauses 3.4–3.5	Throughput, Latency and Delivery Time	Target throughput is 30 messages per second; latency is one minute from platform entry to submission to the operator network; delivery latency is one minute to the first delivery attempt. Failure logging and ticket tracking are required.	Please confirm whether throughput and latency targets apply separately to SMS and WhatsApp, whether 30 messages/second is a sustained or peak rate, and the applicable measurement period and test conditions. Kindly clarify that delivery latency refers to the first delivery attempt and identify dependencies/exclusions for operator, Meta and recipient-network delays.	The throughput and latency targets apply to the bidder's platform for both SMS and WhatsApp, measured monthly. 30 messages/second is the minimum sustained capability of the platform, and the platform shall scale beyond it on GEL's request. For WhatsApp, Meta's API rate limits / messaging tiers are outside the bidder's control. Delivery latency refers to the first delivery attempt to the handset, as defined in the SOW. Delays due to telecom operators, Meta or recipient networks are excluded subject to documentary evidence.
31	SoW Pages 10–11, Section 3 (Failure Severity, response/fix times and escalation)	Failure Severity, Response/Fix Times and Escalation	Severity I target response time is 30 minutes and maximum fix time is 4 hours; Severity II target response time is 30 minutes and maximum fix time is 8 hours. Progress reports and an escalation matrix are specified.	Please confirm the support coverage hours and whether response/fix clocks run 24x7, the process for severity assignment, and how fix time is measured where resolution depends on GEL, telecom operators, Meta or other third parties. Kindly provide the complete escalation contact matrix and clarify the required L1/L2/L3 staffing and on-call arrangements.	Support shall be available 24x7 and response / fix clocks run 24x7. Severity is assigned as per SOW definitions, by GEL in consultation with the bidder. The escalation contact matrix shall be filled in by the bidder in the format given in Section 3 of the SOW. The L1 / L2 / L3 staffing and on-call arrangements are for the bidder to organise to meet the SLA and the support mechanism of Clause 2.2.24.
32	SoW Page 11, Clause 3.6	Monthly Sender ID-Wise Reporting	Monthly reports are required showing Sender ID-wise counts of SMS submitted, delivered and non-delivered directly from the operator.	Please confirm the operator source and format for the monthly Sender ID-wise report, whether direct operator reports are available to the service provider for all routes, and whether GEL requires reconciliation against gateway logs and invoice data.	The report may be prepared from the bidder's gateway using operator delivery reports (DLRs) for all routes, certified by the bidder, as clarified in the reply to Sr. No. 2. GEL may reconcile the report against gateway logs and invoice data, and the bidder shall support this reconciliation.
33	SoW Page 11, Section 4 (Billing and Payment)	Billing and Payment	Invoices are raised monthly for actual SMS delivered successfully and WhatsApp messages delivered successfully, with an SLA compliance report and separate billing statements for GEL departments/user groups where required.	Please clarify the billable event and charging basis for each SMS type and WhatsApp message category, including treatment of failed, undelivered, retried and fallback messages. Kindly confirm the expected departmental/user-group billing dimensions and whether separate invoices or only separate statements are required.	Billable event: SMS delivered successfully as per operator delivery report, billed per SMS segment; WhatsApp message delivered successfully (business-initiated message) as per the single all-inclusive rate in SOR Item 6. Failed, undelivered, expired, rejected and retried messages are not billable. Fall-back: only the channel which delivers the message is billed.

REPLY / CLARIFICATION TO BIDDERS QUERIES RAISED DURING PRE-BID MEETING
APPOINTMENT OF SERVICE PROVIDER FOR BULK SMS AND WHATSAPP SERVICES, TENDER ID- 355187

Sr. No.	Page No./ Clause No.	Title of Clause as per Tender	Description of Clause as per Tender	Bidders Comments / Queries	GEL Reply
34	SoW Page 12, Section 5 (Penalty)	Penalty	For SLA non-compliance, a 5% penalty is described as being deducted equivalent to the amount for the number of SMS affected/failed during the invoice period, with a maximum penalty of 5% of total contract value.	Please clarify the exact penalty calculation formula, the definition of an affected/failed message, the applicable measurement period and whether the penalty applies to WhatsApp and OCR services as well as SMS. Kindly confirm whether penalties can be applied cumulatively across multiple SLA breaches and how they interact with the stated maximum cap.	Penalty = 5% of the value, at SOR rates, of the messages (SMS and WhatsApp) affected by SLA non-compliance attributable to the bidder in the invoice period, deducted from that invoice. An affected / failed message is one not submitted / delivered within the SLA parameters (availability, latency, throughput, delivery) for reasons attributable to the bidder. Measurement period is the monthly invoice period. Penalties apply cumulatively across SLA breaches and across invoices, up to a maximum of 5% of total contract value.
35	SoW Page 7, Clause 2.2.27; related testing/acceptance requirements	UAT, Testing and Acceptance	The scope requires separate Development, UAT and Production environments and refers to testing and deployment activities for the proposed solution.	Please clarify the expected testing scope, number of UAT and regression-testing cycles, performance/load-testing requirements, defect retesting and formal acceptance/sign-off criteria. Kindly confirm the responsibilities of GEL and the service provider and whether additional testing or rework beyond the agreed acceptance criteria must be included in the quoted cost.	UAT scope (functional, integration, performance / load and regression testing), number of cycles and sign-off criteria will be defined in a UAT plan agreed at discovery. Bidder shall carry out its own testing and fix defects, retesting and rework required to meet the agreed acceptance criteria at its cost. GEL will provide test data, system access and UAT sign-off. Acceptance is on successful execution of agreed test cases with no open Severity-I / II defects.
36	SoW Page 7, Clause 2.2.26; Clause 2.17 (security certifications)	Security Audit and VAPT	The scope requires information security, privacy and applicable security certifications/controls.	Please clarify whether security audits, vulnerability assessment and penetration testing (VAPT), remediation of identified vulnerabilities and periodic reassessments are required for the proposed platform and integrations. Kindly specify the applicable standards, frequency, responsibility for arranging the assessments, expected remediation timelines and whether associated third-party assessment costs are to be borne by the service provider.	The bidder shall comply with GEL's IT policy and hold ISO 27001 certification. GEL may assess the interfaces connected to its systems. Costs of the bidder's own audits and assessments are borne by the bidder.

REPLY / CLARIFICATION TO BIDDERS QUERIES RAISED DURING PRE-BID MEETING
APPOINTMENT OF SERVICE PROVIDER FOR BULK SMS AND WHATSAPP SERVICES, TENDER ID- 355187

Sr. No.	Page No./ Clause No.	Title of Clause as per Tender	Description of Clause as per Tender	Bidders Comments / Queries	GEL Reply
37	SoW Pages 3 and 8, Clauses 2.1.1–2.1.3 and 2.15–2.20	SMS DLT, Sender ID and Template Management	The scope includes SMS services, templates, sender IDs and compliance with TRAI/statutory requirements and related formalities.	Please clarify the responsibility split for SMS entity/header/sender-ID and content-template registration, approvals, modifications and ongoing compliance-related changes on the applicable DLT platform. Kindly indicate the anticipated number of entities, headers and templates, expected frequency of changes, and whether registration and ongoing template-management support are included in the quoted rates or will be handled by GEL.	Registration in GEL's name as Principal Entity (entity, header / Sender IDs, content templates) remains with GEL. The bidder shall map existing headers / templates on its gateway and support registration of new headers / templates, modifications and compliance-related changes on the DLT platform, within the quoted rates. The number of entities, headers and templates, and the frequency of changes, will be shared at discovery.
38	SoW Page 4, Clauses 2.2.1–2.2.8	WhatsApp Multimedia Limits and Processing	The scope includes WhatsApp messages containing images, PDFs, audio, video, location, contacts and other documents.	Please specify the expected file-size and file-format limits, audio/video duration limits and anticipated multimedia traffic volumes for the WhatsApp use cases. Kindly clarify whether the solution must provide additional media storage, file conversion, compression, scanning or other processing capabilities, and identify which party will bear any associated infrastructure or third-party costs.	File size, format and duration limits shall be as per the WhatsApp Business Platform (Meta) limits; the media types are those listed in Clause 2.2.1. Multimedia volumes are within the overall WhatsApp message quantity and cannot be separately quantified now. Media storage, conversion / compression needed to meet Meta limits, and malware scanning, as required for the service, shall be provided by the bidder at its cost, included in the quoted rates.
39	SoW Pages 6–7, Clauses 2.2.21–2.2.23 and 2.2.26–2.2.28; SLA Section 3	High Availability, Backup and Disaster Recovery	The scope specifies availability, monitoring, logging, security, separate environments and transition activities, but the recovery architecture and recovery targets are not clearly quantified in the stated requirements.	Please clarify the required high-availability and disaster-recovery architecture, backup frequency and retention, Recovery Time Objective (RTO), Recovery Point Objective (RPO), failover expectations and frequency of disaster-recovery testing, if applicable. Kindly confirm whether these capabilities must be provisioned and managed by the service provider and included in the quoted rates, or whether GEL will provide the required infrastructure and facilities.	The bidder shall provide a highly available platform with backup and disaster recovery on its own infrastructure, within the quoted rates; GEL will not provide infrastructure. Recovery shall be such that the 99.5% availability and the Severity-I fix time of 4 hours (Sec. 3) are met, i.e., RTO not exceeding 4 hours. RPO, backup frequency / retention and DR drill frequency (at least annually, with report to GEL on request) shall be declared by the bidder in its offer and agreed at award; backups shall remain in India.

REPLY / CLARIFICATION TO BIDDERS QUERIES RAISED DURING PRE-BID MEETING
APPOINTMENT OF SERVICE PROVIDER FOR BULK SMS AND WHATSAPP SERVICES, TENDER ID- 355187

Sr. No.	Page No./ Clause No.	Title of Clause as per Tender	Description of Clause as per Tender	Bidders Comments / Queries	GEL Reply
40	SoW Pages 5 and 7–8, Clauses 2.2.9–2.2.13, 2.2.27–2.2.30 and 2.14	Onboarding, Pilot and Go-Live Acceptance	The scope includes migration, testing, cut-over, transition-in, hypercare, training and ongoing operational reviews.	Please clarify the expected onboarding and go-live acceptance process for SMS applications, WhatsApp business accounts, templates and integrations, including any mandatory demonstrations, pilot runs, parallel runs, rollout waves and formal approvals. Kindly specify the expected number of onboarding/rollout cycles and the acceptance criteria, and confirm whether all such activities and any repeat cycles are to be included in the quoted cost.	Onboarding and go-live shall follow the Transition & Migration Plan (Clauses 2.2.10 to 2.2.12 and 2.2.28): pre-production validation, end-to-end testing, parallel run where applicable, phased cut-over, rollback provision, and GEL's written approval before go-live. The number of rollout waves and acceptance criteria will be agreed in the plan. All such activities, including repeat cycles needed to meet the agreed criteria, are included in the quoted cost.
41	SoW Pages 3–4, SMS message types; Page 11, Billing and Payment	SMS Message Segmentation and Charging	The scope includes transactional, promotional and OTP SMS in multiple languages, with billing based on successful delivery.	Please clarify the billing methodology for SMS messages exceeding the standard single-message character limit, including concatenated SMS and messages sent in Unicode/multilingual scripts. Kindly confirm how message segments will be counted and charged for transactional, promotional and OTP traffic, and whether the applicable character limits and charging rules will be shared before implementation.	SMS shall be counted and charged per segment as per standard telecom / operator practice (160 characters GSM-7, 70 characters Unicode; concatenated messages per segment) for transactional, promotional and OTP traffic alike. The bidder shall share the character limits and counting rules at implementation; any deviation requires GEL's prior approval. Only successfully delivered segments are billable.
42	SoW Page 4, Two-Way SMS; Page 8, Clauses 2.7 and 2.15–2.20; Page 11, Billing and Payment	Two-Way SMS and Short/Long Code Charges	The scope refers to two-way SMS, long/short codes, keywords, opt-in/opt-out and related service requirements.	Please clarify the commercial treatment of inbound SMS, short/long code rental or provisioning, keyword-based services, and any associated operator or aggregator charges. Kindly confirm which charges are to be included in the quoted rates and which, if any, will be reimbursed or paid separately by GEL.	The rate for SOR Item 4 applies per outbound two-way SMS delivered successfully. Inbound customer responses shall not be charged separately, and the cost of receiving is to be included in the quoted rate. Long / short code and keyword purchase and activation is paid at the fixed one-time rates in SOR Part 3; no recurring rental is payable, and renewal / maintenance during the contract is at the bidder's cost. Operator or aggregator charges are to be included in the quoted rates; nothing is reimbursed separately.

REPLY / CLARIFICATION TO BIDDERS QUERIES RAISED DURING PRE-BID MEETING
APPOINTMENT OF SERVICE PROVIDER FOR BULK SMS AND WHATSAPP SERVICES, TENDER ID- 355187

Sr. No.	Page No./ Clause No.	Title of Clause as per Tender	Description of Clause as per Tender	Bidders Comments / Queries	GEL Reply
43	SoW Pages 3–8, SMS, WhatsApp and OCR service requirements; Page 11, Billing and Payment	Third-Party and Recurring Service Charges	The scope includes SMS and WhatsApp services, OCR-based processing, integrations and related platform capabilities.	Please clarify whether the quoted rates must include all applicable third-party and recurring costs required to deliver the scope, including WhatsApp platform/BSP charges, OCR software or licensing, cloud hosting, storage and any other required third-party components. Kindly identify any charges that will be paid directly by GEL or reimbursed separately, and specify the applicable billing basis.	Quoted rates shall be all-inclusive of every cost needed to deliver the scope, including Meta / WhatsApp charges, BSP / platform charges, OCR software / licensing, cloud hosting, storage, telecom / DLT charges and any other third-party or recurring component etc.
44	SoW Pages 5–6, Clauses 2.2.16 and 2.2.21–2.2.23	API Retry, Duplicate Prevention and Transaction Reconciliation	The scope requires secure API integrations, error handling, logging, monitoring and transaction traceability.	Please clarify the expected retry mechanism, duplicate-message/transaction prevention requirements, idempotency handling, and reconciliation process for failed, timed-out or partially completed transactions. Kindly confirm the responsibility split between GEL's systems and the service provider for implementing and maintaining these mechanisms.	The bidder's platform shall provide unique reference / correlation IDs (Clause 2.2.21), duplicate-request prevention (idempotency), configurable retry policy, status callbacks and reconciliation reports for failed, timed-out or partially completed transactions. GEL's systems shall send unique transaction identifiers and handle their own business-side retries and reconciliation. The responsibility split will be documented in the interface specification at discovery.
45	SoW Pages 6 and 9–11, monitoring, service availability and SLA requirements	Service Continuity and Recovery	The scope specifies service availability, monitoring, incident handling and service-level requirements.	Kindly clarify the expected service-continuity arrangements in the event of a platform failure, connectivity disruption or unavailability of a third-party provider. Please specify the required recovery timelines, failover expectations and responsibility split between GEL and the service provider, including whether any secondary infrastructure or redundant connectivity must be provisioned within the quoted cost.	The bidder shall provide redundancy and continuity on its platform, including secondary infrastructure and alternate routes through its own direct operator connectivity, within the quoted cost. Recovery timelines are as per the reply to Sr. No. 39 and the SLA. Outages of Meta / third-party platforms beyond the bidder's control are handled as per the exclusions in reply to Sr. No. 1 and 29; the bidder shall notify GEL promptly and, where GEL has configured it, fall back to SMS.
46	Schedule of Rates Pg No.1	6. WhatsApp Message	To be Quoted by bidder	Please share % of traffic split amongst different message categories of WhatsApp: 1. Marketing: 2. Utility: 3. Service: 4. Authentication:	Categorization has been done in the Schedule of Rates (SOR) and Scope of work (SOW). Please refer revised Schedule of Rates (SOR) and Scope of work (SOW).

REPLY / CLARIFICATION TO BIDDERS QUERIES RAISED DURING PRE-BID MEETING
APPOINTMENT OF SERVICE PROVIDER FOR BULK SMS AND WHATSAPP SERVICES, TENDER ID- 355187

Sr. No.	Page No./ Clause No.	Title of Clause as per Tender	Description of Clause as per Tender	Bidders Comments / Queries	GEL Reply
47	Schedule of Rates Pg No.1	6. WhatsApp Message	To be Quoted by bidder	Please add following line items in BOQ as WhatsApp has category specific pricing. 1. Marketing: 2. Utility: 3. Service: 4. Authentication:	Categorization has been done in the Schedule of Rates (SOR) and Scope of work (SOW). Please refer revised Schedule of Rates (SOR) and Scope of work (SOW).
48	SECTION IV GENERAL TERMS OF CONTRACT (GTC) Pg No. 7	3. THE CONTRACTOR'S PERFORMANCE	3.13 OWNER has initiated QR code based online Pay-Attendance-Leave Management (PALM) System in order to capture attendance of man power hired by Contractors, where applicable. The online attendance data will be integrated with the pay and leave module to get manpower billing and pay-remuneration process done without any manual intervention. CONTRACTOR shall be responsible to ensure compliance to any such attendance, pay & leave system.	We understand that dedicated manpower at GEL's premises is not required. Please confirm.	The services are platform-based and dedicated manpower is not required to be deployed at GEL's premises. However, the dedicated account / project manager (Clause 2.2.30), onsite training and meetings as and when required are as per the SOW.
49	Bidder Qualification Criteria (BQC) – A1	Experience in Similar Work	The Bidder shall have at least any of the specified experience of having successfully carried out and completed similar work during the last 7 years. Similar work is defined as providing Bulk SMS and WhatsApp Services to Government/Semi-government/Private companies.	We request the authority to relax the required experience from 7 years to 4 years in providing WhatsApp Services in India. This will enable participation of technically capable MSMEs/Startups and emerging service providers having relevant domain expertise and proven experience. We further request GEL to consider applicable relaxations for eligible DPIIT-recognized Startups and Micro/Small Enterprises, subject to the nature of services and applicable procurement guidelines.	Tender conditions prevails

REPLY / CLARIFICATION TO BIDDERS QUERIES RAISED DURING PRE-BID MEETING
APPOINTMENT OF SERVICE PROVIDER FOR BULK SMS AND WHATSAPP SERVICES, TENDER ID- 355187

Sr. No.	Page No./ Clause No.	Title of Clause as per Tender	Description of Clause as per Tender	Bidders Comments / Queries	GEL Reply
50	BQC A2	Bidder's Own SMS Gateway	The Bidder should use its own "SMS Gateway Services" to deliver messages directly.	Please define "own SMS gateway" (platform owned/operated by the bidder with direct operator connectivity, including when hosted in a third-party data centre or cloud). Please also confirm that WhatsApp services delivered through a Meta-approved BSP/Tech Provider are acceptable, since BQC A2 refers to SMS only.	A bidder's own SMS gateway means a gateway platform owned and operated by the bidder with direct operator connectivity; hosting on a third-party data centre / cloud is acceptable. A2 applies to SMS only.
51	BQC A3	Agreement with Telecom Operator(s) / Non-reseller	The Bidder should not be a re-seller and should submit a copy of agreement with telecom operator(s).	Please clarify which agreements are acceptable: a direct agreement with any one operator or with all major operators, and whether an agreement with an aggregator/Tier-1 operator is acceptable. As agreements may not expressly state "no re-selling", please confirm whether a self-declaration along with the agreement is sufficient.	The bidder shall submit agreement(s) with the telecom operator(s) through which it delivers SMS directly; An agreement any one telecom operators in India.
52	Price Bid / BOQ – Pricing Format	WhatsApp Categories and SMS Volume Break-up	The pricing format does not appear to include all WhatsApp categories and does not provide a separate category-wise bifurcation of SMS volumes.	We request the authority to: (a) share the estimated category-wise split of the 6,00,00,000 WhatsApp messages across Marketing, Utility, Authentication and Service; (b) allow separate rates in the SOR for each of the four categories, instead of a single rate for all messages; (c) clarify whether Meta / WhatsApp charges are to be passed through at actuals, with the bidder quoting only a fixed platform / service fee per message; (d) clarify how revisions of Meta's charges during the 3-year period will be treated, as the rates are otherwise fixed; and (e) clarify how Service category messages, which Meta may not charge for in some cases, are to be quoted and billed.	Categorization has been done in the Schedule of Rates (SOR) and Scope of work (SOW). Please refer revised Schedule of Rates (SOR) and Scope of work (SOW).Moreover Rates are fixed for contract period (3 years).

REPLY / CLARIFICATION TO BIDDERS QUERIES RAISED DURING PRE-BID MEETING
APPOINTMENT OF SERVICE PROVIDER FOR BULK SMS AND WHATSAPP SERVICES, TENDER ID- 355187

Sr. No.	Page No./ Clause No.	Title of Clause as per Tender	Description of Clause as per Tender	Bidders Comments / Queries	GEL Reply
53	SECTION V: SPECIAL TERMS OF CONTRACT (STC) Page No. 2	3. RATE VALIDITY	The RATES specified in the CONTRACT shall remain firm & fixed for 03 (three) years from the date of award of contract.	Meta Keeps on changing WhatsApp Conversation rates very frequently please give feasibility to change the WhatsApp Messaging rates as per Meta	The quoted rates shall remain fixed and firm throughout the entire contract period. Bidders shall quote their rates after duly considering all applicable cost variations, including increases in manpower costs, statutory contributions, taxes, duties and other incidental expenses etc. No price escalation or revision shall be admissible during the contract period.
54	Schedule of rates	Point No. 6	WhatsApp Messages	WhatsApp has various category of messaging Marketing, Authentication, utility and service with their individual prices here only WhatsApp messages are mentioned category is not mentioned. Please specify the category of messages or please add all category for quoting prices.	Categorization has been done in the Schedule of Rates (SOR) and Scope of work (SOW). Please refer revised Schedule of Rates (SOR) and Scope of work (SOW).Moreover Rates are fixed for contract period (3 years).
55	Scope of work			customer feedback message, VMN or long code for the receiving feeding will be provided by GEL?? On new VMN long code needs to be provided	Long codes / short codes (VMN) for receiving customer feedback are to be procured and provided by the bidder. GEL pays fixed one-time rates for these as per SOR Part 3 (3 long codes and 3 short codes with keywords for 3 years). GEL does not provide new VMN / long codes. Details of any code already in use by GEL will be shared with the selected bidder, and ported / continued where feasible.
56	BQC	Pg 3	A1 – Technical experience (3×20L / 2×25L / 1×40L in last 7 years)	Bidder must have completed similar work (Bulk SMS / WhatsApp services) of 3 works ≥ Rs 20 L, or 2 works ≥ Rs 25 L, or 1 work ≥ Rs 40 L in the last 7 years. Many SMS/WhatsApp engagements for Banks/PSUs are executed by technology providers through or alongside telecom operators with the PO issued by the telecom operator or prime vendor. Please confirm whether such works will be accepted when supported by the PO from the prime contractor/telecom operator and a completion/performance certificate from the end client or the prime contractor.	Bidder shall have successfully executed the relevant work directly for a Bank or Public Sector Undertaking (PSU). The Bidder shall submit a copy of the Purchase Order (PO)/Contract along with a Work Completion/Execution Certificate issued by the concerned Bank or PSU, clearly indicating the Bidder's name as the contracting agency.

REPLY / CLARIFICATION TO BIDDERS QUERIES RAISED DURING PRE-BID MEETING
APPOINTMENT OF SERVICE PROVIDER FOR BULK SMS AND WHATSAPP SERVICES, TENDER ID- 355187

Sr. No.	Page No./ Clause No.	Title of Clause as per Tender	Description of Clause as per Tender	Bidders Comments / Queries	GEL Reply
57	BQC / ITB	BQC Pg 3–4; ITB Pg 7–8	A1 & B.1; ITB 11.8 & 12.4 – Relaxation and EMD / Tender Fee exemption for DPIIT-recognised Startups	No relaxation in prior experience / turnover is stated for Startups. EMD and Tender Fee exemption is listed for MSEs (CSPO / NSIC / Udyam / DGS&D) and 'any other specific type of firms exempted as per the Procurement Policy of Government of Gujarat'. Please confirm whether DPIIT-recognised Startups (with a valid DPIIT certificate) are (a) eligible for relaxation in prior experience and prior turnover criteria, in line with Government of India public procurement guidelines for Startups and the Government of Gujarat procurement policy, and (b) exempt from EMD and Tender Fee under the 'other specific type of firms' provision. Please also specify the documents to be uploaded.	Tender conditions prevails
58	ITB	Pg 14	24.3 – Fixed and firm rates	Unit rates remain fixed and firm throughout the contract period; no price adjustment after bid submission. Meta's WhatsApp per-message charges and telecom/DLT/regulatory charges are set by third parties and revised periodically (including currency-linked revisions). Please confirm whether bidders should quote (a) platform/service charges only with Meta and operator charges as pass-through at actuals, or (b) all-inclusive rates. If all-inclusive, please allow price variation for changes in Meta / TRAI / telecom operator charges.	The quoted rates shall remain fixed and firm throughout the entire contract period. Bidders shall quote their rates after duly considering all applicable cost variations, including increases in manpower costs, statutory contributions, taxes, duties and other incidental expenses etc. No price escalation or revision shall be admissible during the contract period.

REPLY / CLARIFICATION TO BIDDERS QUERIES RAISED DURING PRE-BID MEETING
APPOINTMENT OF SERVICE PROVIDER FOR BULK SMS AND WHATSAPP SERVICES, TENDER ID- 355187

Sr. No.	Page No./ Clause No.	Title of Clause as per Tender	Description of Clause as per Tender	Bidders Comments / Queries	GEL Reply
59	Page No. 2/8	Bid Qualification Criteria_checklist --> Eligibility Criteria under A3 BQC FOR APPOINTMENT OF BULK SMS & WHATSAPP SERVICE PROVIDER AGENCY ACROSS GEL.	Bidder should not be Re-sellers.	Kindly allow BSNL as reseller for WhatsAPP service	Tender conditions prevails
60	7	CHECKLIST FOR BIDDERS	Copy of certificate for valid registration with TRAI (Telecom Regulatory Authority of India) as a Telemarketer Company.	During discussion of Pre-Bid meeting after Impletention of DLT act only oerator is issue TM certificate request you accept the saem.	A valid Telemarketer registration proof issued by the telecom operator(s) / Access Provider(s) on the DLT platform, valid on the bid due date, will be accepted in place of a certificate issued by TRAI.
61	1	Section 3 SOR	6 Whats app messages 60000000	In the SOR you asked for 6 crore whats app messages but not mentioned the category of whats app messages Like Marketing category qunaity, Utility category quantity service and authentication category quantity request you calrify the saem.	Categorization has been done in the Schedule of Rates (SOR) and Scope of work (SOW). Please refer revised Schedule of Rates (SOR) and Scope of work (SOW).Moreover Rates are fixed for contract period (3 years).