GUJARAT ENERGY

SCOPE OF WORK(SOW)

FOR

APPOINTMENT OF SERVICE PROVIDER FOR BULK SMS AND WHATSPP SERVICES

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1. INTRODUCTION :

Gujarat Energy Limited (GEL) is one of the leading city gas distribution company in India. GEL is supplying Natural Gas to Industrial, Commercial, Domestic customers and CNG driven vehicles. GEL endeavors to develop PNG infrastructure in 27 authorized Geographical Areas, which enlists 43 districts in the State of Gujarat, Haryana, Madhya Pradesh, Maharashtra, Punjab, Rajasthan and Union Territory of Dadra Nagar Haveli.

Currently, GEL is taking services for Bulk SMS and WhatsApp message. In order to have new Bulk SMS and Whats app service provider, GEL would like to float tender for competitive prices.

Following are the estimated quantity of SMS and Whats App services, which needs to be served in FY 2026-27, 2027-28 and 2028-29.

Year	SMS,ONE,WAY, TRANSACTIONAL (SAP Driven) (Nos.)	SMS,ONE,WAY, PROMOTIONAL (Manual) (Nos.)	SMS,ONE, WAY,OTP (For Mobile App) (Nos.)	SMS,TWO,WAY, TRANSACTIONAL (Customer Feedback) (Nos.)	WhatsApp Message-Marketing/ Promotional (Nos.)	WhatsApp Message-Utility/Service/Authentication (Nos.)
2026-27	15,00,00,000	1,66,66,667	33,33,333	22,06,666	1,00,00,000	1,00,00,000
2027-28	15,00,00,000	1,66,66,667	33,33,333	22,06,666	1,00,00,000	1,00,00,000
2028-29	15,00,00,000	1,66,66,667	33,33,333	22,06,666	1,00,00,000	1,00,00,000

*above Quantities are indicative

2. SERVICE PROVIDER'S SCOPE OF WORK:

The major scope of work to be performed / executed by the service provider shall include but not be limited to the following:

2.1 Bulk SMS Service:

2.1.1 SMS service provider will provide a platform (referred as SMS Gateway service) available to Company to send and/or receive bulk SMS and provide API / interface, so Company's SAP system can interact with gateway and other means. Messages will be generated from Company's application system, will be used to deliver to customer using SMS gateway services of Service Provider. **Platform shall have facility of sending SMS in English, Hindi, Gujarati, Marathi, Punjabi and other languages of different states, as well as receiving response back in bulk as and when required.**

2.1.2 **Transactional SMS (SAP Driven):** Transactional SMS shall be transmitted to Company's customers, employees or registered partners on specific events generated in system. Transactional SMS's can be sent to DND (Do Not Disturb) Numbers. A Transactional SMS must have a Sender ID of 6 capital alphabets representing the brand/service/industry. Service Provider shall provide a facility for creating multiple user-names/passwords for sending and

monitoring message by our different user groups. SMS Gateway shall provide facility to send message through API as well as through SAP or other client/web application in bulk or separate event based messages.

Examples: Bill generation, Bill Payment, Payment Reminder, Registration, Notification Creation, Notification Complete etc.

2.1.3 **Promotional SMS:** Promotional SMS may be transmitted to targeted audience to promote various offers and schemes offered by the Company from time to time. To send SMS to targeted audience.

Examples: Introduction of New Collection Agency, change in customer care center/ emergency numbers, CNG Mela, Price revision, Precautionary measures during festival seasons etc.

2.1.4 **OTP SMS:** One Time Password (OTP) is a technological mechanism through which a single use password is generated and sent to registered mobile numbers

Examples: OTP to download GEL Mobile application, Portal login etc.

2.1.5 **Two way SMS using long/short code:** Two ways SMS provides facility to send SMS and receive response back. Responders shall respond to message using defined keywords on specified long code number. Service Provider shall provide options and separate prices as detailed in Schedule of Rates. Long/short code purchase is one time process and then sending/receiving shall be same as transaction SMS.

Examples: Send message to customer and requesting their response / feedback on SMS like Optin/optout SMS or selecting one option from multiple or submitting their KYC details.

2.2 BULK WhatsApp Service:

2.2.1 Service provide shall provide web based facility to send rich Text, PDF, images, Audio, Video, Location, Contact and other documents to the customer, send out any important announcements, alerts or reminder notifications.

Examples: Payment receipt, Copy of Gas Sales Agreement, Marketing Campaign.

2.2.2 Service provide shall arrange Notification shall be sent to customer on transaction via WhatsApp: One way: GEL to customer, Service request close, bill generation, payment receipt, payment reminder.

2.2.3 Whats App message is categorization in following two categories;

1) Marketing/Promotional Message : As per Meta (WhatsApp Business Platform) guidelines, a Marketing Promotional WhatsApp Message is a business-initiated message sent to customers to promote products, services, offers, schemes, events or brand awareness, with the objective of encouraging customer engagement, generating leads or driving sales.

   Such messages are generally classified under the Marketing Message category in WhatsApp Business messaging.

1) Utility/Service/Authentication Message : As define in Meta (WhatsApp Business Platform) guidelines. Utility/Service/Authentication WhatsApp Messages shall mean business-initiated WhatsApp communications sent to customers for providing transactional, service-related, account-related or authentication information in response to a customer's request, an ongoing transaction or an existing service relationship with GEL.

   Such messages shall be intended to facilitate customer service, provide essential information, communicate transaction updates or verify customer identity, and shall not contain promotional or marketing content.

2.2.4 Service provide shall arrange to execute transaction via WhatsApp: Multi-Step, GEL to customer, Feedback, survey, KYC updation.

2.2.5 Service provide shall arrange Retrieve transaction via WhatsApp: One-Step, Customer to GEL, fetching bill amount, tracking customer care address/ numbers, tracking emergency number,

2.2.6 Service provide shall have Compatible with Latest WhatsApp API and free updates for time to time.

2.2.7 Service provide shall have facility to Sending Customized Message, Multi Language Functionality, Multiple Account Supported, Delay Control Feature and Delivery report of each message send.

2.2.8 Content shall be approved and whitelisted by service provider

2.2.9 Service provider shall arrange/configure to take opt in approval from customer, if required

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 transition shall be planned and executed without disruption to existing customer services.

2.2.10 The Service Provider shall undertake a detailed discovery and transition assessment of the existing WhatsApp solution and shall prepare a mutually agreed Transition & Migration Plan covering inventory of existing services, interfaces/APIs, templates, authentication/validation mechanisms, integrations, data, reports, configurations, dependencies, access requirements, testing, cut-over, rollback and hyper-care support.

2.2.11 The Service Provider shall ensure seamless migration/takeover of the existing WhatsApp Business solution and associated assets, subject to the applicable Meta/WhatsApp policies and ownership arrangements. Any activity requiring configuration change, re-verification, re-approval, template re-submission or migration shall be planned in advance and shall not adversely affect live services.

2.2.12 The Service Provider shall provide a phased cut-over approach, including pre-production validation, end-to-end testing, production readiness assessment, cut-over support and rollback

mechanism. No migration or production change shall be carried out without prior approval of GEL. The Service Provider shall provide dedicated support during transition and an agreed hyper-care period after go-live.

2.2.13 Continuity of Service: Continuity of existing WhatsApp services shall be a critical requirement. The Service Provider shall ensure that existing customer-facing services remain operational during transition, migration, upgrades, maintenance and introduction of new features. Any planned activity having potential impact on live services shall be communicated to GEL in advance with impact assessment, mitigation plan and rollback plan.

2.2.14 Future Capability Enablement: The solution shall be scalable and extensible to support new WhatsApp services, customer journeys, integrations and digital capabilities introduced by GEL during the contract period. The Service Provider shall support implementation, integration, testing, deployment and ongoing support for enhancements without requiring replacement of the core WhatsApp platform.

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.

2.2.16 The Service Provider shall provide open, secure and documented APIs/interfaces and integration support required for integration of WhatsApp with GEL's SAP, CRM, billing, payment, document/OCR systems. The solution shall support secure exchange of request/response data, error handling, logging, monitoring and traceability across the complete transaction journey.

2.2.17 The Service Provider shall support controlled deployment of new features through development/UAT/production environments, version management, configuration management, testing and release management. Existing production services shall not be impacted by development or deployment of new phased capabilities.

2.2.18 Reporting, Dashboards and Analytics: The Service Provider shall provide comprehensive web-based dashboards and downloadable reports for WhatsApp services. Dashboards shall support, at minimum, GA-wise and Zone-wise views, with drill-down capability to relevant organizational/operational levels as required by GEL.

2.2.19 The reporting solution shall provide, as applicable, service-wise/menu-wise/customer-journey-wise volumes, sessions, unique users, interactions, drop-offs, successful and failed transactions, API requests/responses, API success/failure and timeout details, bill retrieval, payment-related transactions, service requests, customer feedback, delivery/read status,

template-wise usage, opt-in/opt-out, response time, resolution/closure status, escalation, bot-to-agent/human hand-off and other operational KPIs.

2.2.20 The Service Provider shall provide configurable dashboards and reports for daily, weekly, monthly and user-defined periods, with filters and drill-down by GA, Zone, date/time, service/menu, transaction type, status, channel and other agreed parameters. Reports shall be exportable in commonly used formats such as Excel/CSV/PDF, as required by GEL.

2.2.21 Audit Trail and Transaction Traceability: The solution shall maintain complete audit trails for customer interactions, system events, API calls, requests/responses, transaction status, user/admin activities, configuration changes, template changes, failures, retries, escalations and other relevant events. Each transaction shall be traceable through a unique reference/correlation ID wherever technically applicable.

2.2.22 The Service Provider shall provide access to logs, audit trails and transaction-level details required for incident investigation, reconciliation, customer grievance handling, audit, SLA monitoring and management reporting, subject to GEL's information-security and data-retention requirements.

2.2.23 The Service Provider shall provide real-time or near-real-time monitoring of the WhatsApp platform, integrations and critical APIs, including service availability, transaction failures, latency, timeout, queue/backlog, delivery status and other agreed operational parameters, with alerting/escalation for critical failures.

2.2.24 The Service Provider shall provide a dedicated support and escalation mechanism for WhatsApp services, including application/platform, integration/API, reporting and Phased capability support. The support arrangement shall include appropriate L1/L2/L3 coordination and escalation to OEM/platform/Meta or other relevant technology partners, wherever required.

2.2.25 OCR-Based Billing & 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).

2.2.26 Data Ownership, Privacy, Security & Compliance: All data generated, processed, collected or stored in connection with the services — including customer data, conversation/transaction

data, configurations, templates, business rules, reports and analytics — shall be the sole and exclusive property of GEL. The Service Provider shall comply with the Digital Personal Data Protection Act, 2023 and applicable data-protection/privacy laws, Meta/WhatsApp Business and Commerce policies, and GEL's IT and information-security policies. The Service Provider shall ensure consent management, PII protection/masking, data storage within India, ISO 27001 (or equivalent) controls, and secure handling, retention and disposal of data. GEL data shall not be used, shared or retained for any purpose other than delivering the contracted services, and shall be securely returned and/or destroyed on exit as directed by GEL.

2.2.27 Environments, Change & Release Management: The Service Provider shall maintain separate Development, UAT/Testing and Production environments and shall follow structured version, configuration, change and release management with GEL approval gates. New features shall be delivered through this controlled process and shall not impact live production services. Each release shall include test evidence, a rollback plan and post-deployment validation.

2.2.28 Transition-In & Knowledge Transfer: The Service Provider shall complete transition-in/takeover of the existing live WhatsApp services within the period mutually agreed in the Transition & Migration Plan (indicatively within 15 days of award), at no additional cost, including a parallel-run/validation period, structured knowledge-transfer sessions, and complete handover of documentation. A hyper-care support period shall follow go-live as agreed with GEL.

2.2.29 Exit Management & Reverse Transition (Service Continuity): To ensure continuity of services across the contract lifecycle, the Service Provider shall, on expiry or termination of the contract (in whole or in part), provide complete exit management and reverse transition support to GEL or GEL's nominated successor agency at no additional cost. This shall include timely handover of all data, configurations, templates, business rules, custom developments/source code and documentation; transfer/porting of the WhatsApp Business Account, verified number(s) and related assets to GEL or the successor (subject to Meta/WhatsApp policies); knowledge transfer; and reasonable cooperation with the successor. The Service Provider shall provide exit support for a minimum period of three (3) months and shall ensure that live customer-facing WhatsApp services continue without disruption throughout the exit/transition. The solution shall avoid technology/vendor lock-in, and source code of GEL-funded custom developments shall be owned by GEL and/or placed in escrow as agreed.

2.2.30 Governance & Program Management: The Service Provider shall assign a dedicated account/project manager and single point of contact, and shall participate in a defined governance cadence including operational reviews, monthly service reviews and quarterly business reviews. The Service Provider shall maintain issue, risk and change registers, and shall provide agreed program/status reporting to GEL throughout the contract.

2.3 Service provider shall arrange fall back facility between SMS and WhatsApp, if required by GEL.

2.4 Gateway software shall maintain the responses of the customers and the website (portal) shall provide option to download the report of the responses in the required format.

2.5 Gateway software shall maintain reports for Message delivery status. Detailed logs and reports should be available on portal to monitor status of messages and download data.

2.6 Facility to archive/clean log data on periodic basis. Archival facility shall be on Service Provider gateway systems.

2.7 SMS Gateway shall be able to deliver message across all mobile operators operating in India.

2.8 Service Provider has to provide software manual / specifications for Company team.

2.9 Gateway software should allow sending SMS using templates and shall allow creating contact directory.

2.10 Service provider shall share provide APIs or business account for SMS service and WhatsApp service to utilize the same in GEL software/application.

2.11 Facility required to restricting SMS transmission between different time slots for different applications. Example 8:00 am to 8:00 pm (for transactional messages also)

2.12 The information needs to be stored in secured place and only accessible to authorized personnel from Company. Data shall not be shared with any other parties by Service Provider. Service Provider will have to comply with confidentiality requirements of Company.

2.13 Service Provider shall maintain sent/receipt confirmation and ensure authentication of SMS.

2.14 Service Provider has to provide onsite training to Company users, as and when required.

2.15 Service Provider shall comply with standards of TRAI and other statutory requirements / laws.

2.16 List of customers & details on SMS being sent / received by Service Provider gateway on a daily basis.

2.17 Information Security related certification / accreditation like ISO 27001 etc.

2.18 Demo account for evaluating Service Provider service before placing the order.

2.19 Agreement & sign-off from Service Provider on service level agreements & information non-disclosure agreement (as a part of order or separate document).

2.20 Compliance with TRAI & other statutory regulations and provide information on formats, undertaking & other formalities required as per TRAI / other statutory regulations.

2.21 Service provider shall provide the logs in case of failure for integration with GEL network

2.22 Service provider shall comply with Gujarat Energy Limited's IT policy.

2.23 Bidder shall comply with guidelines / notifications issued by Central / State government, local authorities like municipal corporation or any such other authorities from time to time for any pandemic/epidemic or any such situations including but not limited to COVID-19. To the extent that the Bidder is not directly restricted by the aforementioned guidelines/notifications, Bidder shall ensure delivery of services / continuity of operations as per scope of work mentioned in the

SoW document.

3. SERVICE LEVEL AGREEMENT:

3.1 99.5% service availability should be there for Bulk SMS and WhatsApp.

3.2 **Maintenance:** Service Provider has to communicate to Company in case of any planned outages or disaster immediately. For planned maintenance Service Provider shall communicate at least 48 hours in advance. Service Provider shall also intimate in advance on any planned outage by other Network Operators upon receiving communication from them.

3.3 **Changes to Service:** Service Provider will use reasonable endeavors to provide the Company:

a) At least 2 month advance written notice of any changes to the Services which will require Company to make modifications in how it connects to the Platform; and

b) 1 month advance notice of planned maintenance on Network Operator Mobile Networks

3.4 **Throughput, Latency and Delivery Time:** In respect of messages delivered under the Services, Service Provider's target is that such messages can be delivered with the following Throughput and Latency:-

Parameters	Target SLA
"Throughput" means the average number of messages per second the Platform is able to receive from Customer.	30 messages/second
"Latency" means the average time it takes for a message to pass through the Platform measured from entry into the Platform to first submission into a Network Operator's network for delivery.	1 minute
"Delivery Latency" means the average time it takes for the first delivery attempt of a message, measured from entry into the Platform to first delivery attempt to an End-user's mobile phone handset.	1 minute

3.5 **Failure:**

Service-Provider system should have facility to record failure in delivery, delivery time, and latency time.

Service Provider shall provide facility to buyer to report failure through email/phone and tickets number shall be generated to track till closure.

Failure Severity Classification:

Level	Definition
Severity-I	Services are totally unavailable across all of the Network Operator Mobile Networks covered by the Services (the 'Aggregated Mobile Networks') as follows: (i) Messages not received by Platform (due to issues at Gateway) from the Aggregated Mobile Networks; or (ii) Platform unable to send messages to the Aggregated Mobile Networks; or (iii) Company is completely unable to connect to Platform by reason of a breach of the Agreement on the part of Service Provider; or (iv) Platform corrupts all messages such that Services are unusable through all of the Network Operator Mobile Networks covered by the Services; or (v) Other critical faults affecting all messages sent by Company using the Services.
Severity-II	All Failures, other than those referred to in Severity I above, which result from any act or omission on the part of Service Provider.

Target Response & Fix Times:

Failure Severity	Target Response Time (where reported by email)	Target Maximum Fix Time	Progress Reports
Severity-I	30 minutes	4 Hours	Every 60 minutes until resolution
Severity-II	30 minutes	8 Hours	At resolution or as agreed for specific failure

Escalation Matrix:

Level	Severity I	Severity II
Level I	Immediate	Immediate
Level II	Immediate	8 Hours
Level III	4 Hours	24 Hours

Contact Details and Escalation Paths:

Level	Escalation Matrix - Service Provider
Level I	
Level II	
Level III	

3.6 Bidder shall also arrange monthly report containing Header (Sender ID) wise count of submitted, delivered and non-delivered of SMS directly from operator.

4. BILLING AND PAYMENT:

4.1 Service Provider shall raise an invoice for the usage made by Company for actual SMS delivered successfully and charges towards WhatsApp message delivered successfully a monthly basis with SLA compliance report.

4.2 Service Provider shall provide a facility for separate billing statement for Company's different departments/user groups in case if required. Service Provider shall also provide detailed billing in soft-copy.

4.3 GEL make release payment after 30 days of receipt of invoice after verification of each items mentioned.

5. PENALTY:

On non-compliance of SLA (Quality of Service) defined in above section 3, penalty amount of 5% shall be deducted equivalent to amount for no. of SMS affected / failed during the invoice period. However Company may restrict maximum penalty to 5% of total Contract value.

6. TERMINATION:

6.1 GEL shall terminate the contract without any notice period in following instances,

- Service Provider, in no circumstances, divulge business related information and will take utmost care in maintaining confidentiality of customer data.

6.2 GEL reserves right to terminate the contract with prior notice of 1 months, In case of non-performance arising as mentioned in this contract/PO.

6.3 GEL reserves the right to terminate the contract either in whole or in part, upon occurrence of one or more of the following events by giving 30 days' notice in writing:

a. Breach of any contractual terms and conditions by service provider
b. Insolvency or bankruptcy of the service provider, or being a GEL, entering into receivership, administrative receivership, administration or liquidation (or any equivalent thereof) whether compulsory or voluntary, except liquidation for the purpose of reconstruction or amalgamation while solvent.
c. Failure to fulfil any of the service provider's obligations under the contract

The decision of GEL regarding occurrence of any of the aforesaid events shall be final and binding on the PARTIES.

6.4 In the event GEL terminates the contract in whole or in part, as above, GEL may procure, upon such terms and in such manner as it deems appropriate, goods similar to those undelivered,

with excess costs for such similar goods liable to be recovered from the Service provider. However, the service provider shall continue performance of the contract to the extent not terminated. This is without prejudice to any of the GEL's rights to deduct/ withhold any amount as specified elsewhere in this contract.

6.5 The service provider shall be responsible for, indemnify, defend and hold harmless the GEL against any costs incurred by the service provider till the effective date of termination, including, but not limited to, input material/labor cost, etc. In case GEL has to incur expenses due to the same, the same shall be recovered from the dues payable to the service provider and / or security deposit held with GEL.

6.6 GOODS shall not be or be deemed to be an asset in a bankruptcy if service provider, voluntarily or not, becomes or is declared bankrupt.

7 CODE OF CONDUCT:

7.1 The service provider, in no circumstances, divulge business related information and will take utmost care in maintaining confidentiality of customer data / survey data. On any failure of the service provider to abide by this condition, the GEL may terminate contract without any notice.

8 SUB-LETTTING WORKS:

No part of contract / WORK shall, in any manner of degree be transferred, assigned or submitted by service provider directly or indirectly to any person, firm or corporation whosoever, without prior written approval from GEL.

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