

To,

Date: 23-Nov- 2021

The Secretary,Uttar Pradesh Information Commission
Lucknow, Uttar Pradesh**Sub:** Bulk SMS Quotation.**Dear Sir,**

Brand Science is a leading IT Solution Provider for Bulk SMS, Bulk EMAIL, Branding and Advertising. We believe in offering our clients a full range of communication services, which helps them to accentuate their reach to a wider audience base. A leading mobile messaging and digital application development organization. Its journey began way back in 2009 and has achieved many milestones in the past 9 years, in the field of mobile messaging, VOICE, mobile messaging platform, Short-Code integration and other digital solutions using the best available technologies.

OTP Or Transactional SMS :- (SMPP , HTTP API)

Credit Slab	SMS Rate	Validity	GST (%)
0- 1,00,000 SMS	0.48 Paisa	6 Month	18.00%
1,00,001 - 5,00,000 SMS	0.44 Paisa	6 Month	18.00%
5,00,001- 10,00000 SMS	0.38 Paisa	6 Month	18.00%

Some special features on our panel

- Delivery :- Non-DND & DND Numbers .
- Sender ID :- Yes. (Unlimited)
- Sender ID Should Contain 6 Pure Alphabets Only.
- Delivery Ratio :- 100%
- SMS Sending Time :- 24 Hrs.
- API Available :- HTTP, XML , SMPP.
- Open Template Account But Documents Required For Service Activation (Undertaking For NDNC)
- SMS Matters Will Be Informational Only.

TRAI introduced new rules for Bulk SMS in INDIA.

According to rules, user needs to register Sender ID & Content Template (message text) directly from any one DLT operator.

DLT Registration Fees is ₹ 10000/- and get a unique Entity Id. Service only for one Year.

Thanks & Regards

(Corporate Marketing Head)

Brand Science

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