



**SMS GATEWAY CENTER**

*Empowering Connections Through  
Seamless Messaging Solutions*

# BUSINESS PROPOSAL

**Prepared By**  
Neha Shah

A unit of Popular SoftTech and Marketing Private Limited

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# Project Overview

SMS Gateway Center is a leading provider of comprehensive and innovative messaging solutions, catering to businesses of all sizes and industries. With a strong focus on delivering seamless communication through messaging services, SMS Gateway Center has emerged as a reliable and trusted partner for organizations seeking efficient and cost-effective messaging solutions.



The primary objective of SMS Gateway Center is to empower businesses with a robust platform that enables them to easily connect with their target audience, enhance customer engagement, and streamline communication processes. By offering a versatile suite of messaging services, we aim to revolutionize the way businesses interact with their customers, employees, and stakeholders.

# About Our Company

SMS Gateway Center is a leading CPaaS (*Communications Platform as a Service*) provider, specializing in delivering innovative messaging solutions to businesses across the globe. As a dedicated CPaaS company, we take pride in enabling businesses to leverage the power of messaging communication effortlessly and efficiently.

As a specialized CPaaS company, we offer a wide range of messaging services designed to cater to diverse business needs. From bulk messaging to interactive two-way SMS, WhatsApp Business API messaging, RCS Messaging, we have the right tools to elevate your communication efforts.

Leveraging our extensive network of mobile operators, we ensure that your messages reach their destinations across the world reliably and efficiently, enabling you to connect with your global audience.





# Vision and Mission



## VISION

At SMS Gateway Center, our vision is to be the company that is synonymous with seamless and scalable communication solutions. We strive to be the go-to CPaaS partner, empowering organizations to connect, engage, and thrive through our cutting-edge messaging solutions.

## MISSION

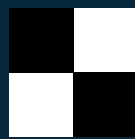
Our mission revolves around simplifying communication for businesses through feature-rich messaging services. We aim to create a robust and user-friendly platform that empowers organizations to enhance their reach, strengthen customer relationships, and optimize their overall communication strategies.

# Who We are



## 2008

established in



## 30K

customers around the  
world



## 45

employees



## 20K

satisfied clients

We are a dynamic and forward-thinking team of professionals, dedicated to revolutionizing communication through innovative messaging solutions. As a leading provider of comprehensive Communications Platform as a Service (CPaaS) offerings, we have consistently demonstrated our commitment to empowering businesses with efficient, reliable, and cost-effective messaging services.

# Why Choose us



COMPREHENSIVE  
CPAAS  
SOLUTIONS

GLOBAL REACH  
AND  
RELIABILITY

DEVELOPER-  
FRIENDLY  
APIS

DATA SECURITY  
AND  
COMPLIANCE

SCALABILITY  
AND  
FLEXIBILITY

# What Sets us apart

**UNPARALLELED  
RELIABILITY AND  
EXCEPTIONAL  
CUSTOMER  
SUPPORT SET US  
APART**

## **Data Security**

Your privacy and data security are of paramount importance to us. We employ the latest encryption and security protocols to safeguard your information and ensure a safe messaging environment.

## **Customizable Solutions**

We understand that every business has unique requirements. That's why, we offer customizable solutions to suit your specific needs. From promotional messages to transactional alerts, our platform can be tailored to fit your objectives.

## **Robust Platform**

Our state-of-the-art SMS platform is designed to handle large volumes of messages with ease. It ensures instant delivery and real-time tracking, enabling you to monitor the effectiveness of your campaigns.

## **Wide Reach**

With an extensive network of global connections, we guarantee reliable message delivery to recipients across the globe. No matter where your audience is located, we've got you covered.



# Our Services

SMS Gateway Center offers a comprehensive range of communication solutions to empower businesses with seamless and efficient messaging capabilities. Our services include:

**SMS  
MARKETING**



**TWO WAY  
SMS**

**VOICE CALL**



**WHATSAPP  
MARKETING**



**MISSED CALL**



**RCS MESSAGING**



**SMPP  
SOFTWARE**



Experience the power of our communication solutions and revolutionize the way you connect with your audience. With [SMSGatewayCenter.com](https://www.SMSGatewayCenter.com), communicate seamlessly and effectively to drive growth and success for your business.

# Bulk SMS Features



## **Mobile Survey SMS**

Conduct interactive surveys through SMS, engaging your audience in real-time feedback collection.

## **Advanced Link Tracking**

Track SMS link clicks and analyze campaign performance with advanced link tracking capabilities.

## **SMS File Attachments**

Enhance your SMS communication by including relevant files and documents as attachments.

## **Split SMS Campaigns**

Reach a wider audience by dividing large SMS campaigns into smaller, targeted segments.

## **Recurring SMS**

Automate SMS campaigns and send recurring messages at scheduled intervals for timely updates.

## **Personalised SMS**

Deliver personalized messages to customers, fostering stronger bonds and enhancing engagement.

## **Free SMS Campaign Database**

Access a free comprehensive database for launching cost-effective SMS campaigns and reaching a broader audience.

# Two Way SMS Features



## **Real-time Interaction**

Enable immediate and bidirectional communication with your audience in real-time.

## **Feedback Collection**

Gather valuable feedback and opinions from customers and stakeholders through SMS surveys and polls.

## **Voting and Polling**

Conduct voting and polling campaigns, allowing recipients to cast their votes or opinions via SMS.

## **Opt-Out and Opt-In**

Allow recipients to opt-out or opt-in to your SMS campaigns, ensuring compliance with regulations.

## **Lead Generation**

Capture leads through SMS interactions, enabling potential customers to express interest or request information.

## **Verification and Authentication**

Use Two-Way SMS for secure user verification and authentication processes.

## **Transactional Alerts**

Deliver important transactional updates and notifications, allowing customers to respond or take necessary actions.

# WhatsApp Business Features



**Instant Messaging:** Send and receive messages instantly to engage with customers in real-time.

**Rich Media Messaging:** Share images, videos, audio files, and documents to enhance communication.

**Message Templates:** Use pre-approved message templates for quick and consistent communication.

**Two-Way Communication:** Enable customers to respond to messages, allowing interactive conversations.

**Notifications and Alerts:** Send transactional updates, order confirmations, and alerts to customers.

**Customer Support:** Provide support and assistance through WhatsApp, resolving queries efficiently.

**Verification and Authentication:** Use WhatsApp for secure user verification and authentication.

**Order Tracking:** Share order tracking details and delivery updates with customers.

**Broadcast Lists:** Send bulk messages to multiple recipients for promotional or informational campaigns.

**Opt-In Subscriptions:** Allow customers to opt-in to receive messages from your business.

**Business Profile:** Create a branded profile with essential business information.

**WhatsApp Chatbot Integration:** Integrate chatbots for automated and personalized interactions.

**International Reach:** Connect with customers globally through the WhatsApp Business API.

**Analytics and Reporting:** Access insights and data on message delivery and engagement.

**Group Messaging:** Facilitate group messaging to engage with multiple customers simultaneously.

**Notifications API:** Receive real-time notifications for incoming messages and events.

# Bulk Voice Call Features



Bulk Voice Call is an effective communication tool that allows businesses to deliver important messages, alerts, and notifications to a large audience quickly and efficiently.

## **Mass Voice Broadcasting**

Send pre-recorded voice messages to a large audience simultaneously.

## **Personalized Messages**

Customize voice messages with recipient-specific information for a personalized touch.

## **Scheduled Campaigns**

Plan and schedule voice call campaigns for optimal reach and engagement.

## **Interactive IVR**

Incorporate Interactive Voice Response (IVR) to allow recipients to interact with the system.

## **DND Filtering**

Filter out Do-Not-Disturb (DND) registered numbers to comply with regulations.

## **Call Analytics**

Access detailed analytics and reports to track campaign performance and effectiveness.

## **Text-to-Speech**

Convert text messages to natural-sounding voice for automated delivery.

## **Opt-Out Options**

Include opt-out options for recipients to unsubscribe from future voice campaigns.

## **Retry Mechanism**

Automatically retry failed calls to improve message delivery rates.

## **Regional Language Support**

Deliver voice messages in multiple languages to cater to diverse audiences.

## **Real-Time Monitoring**

Monitor ongoing voice campaigns in real-time for quality control.

## **Caller ID Customization**

Customize the caller ID to display your brand or contact information.

# Missed Call Features



Missed Call Service is a versatile and cost-effective solution that businesses can use to engage with customers, generate leads, conduct polls, and more, with minimal effort from the recipients.

## **Lead Generation**

Use missed calls as a simple and effective method for lead generation.

## **Customer Feedback**

Gather valuable customer feedback and opinions through missed call surveys.

## **Voting and Polling**

Conduct voting and polling campaigns where recipients can give missed calls to cast their votes.

## **User Verification**

Utilize missed calls for user verification and authentication processes.

## **Call-Back Services**

Offer call-back services where customers can give missed calls to request a callback from your team.

## **Opt-In Subscriptions**

Allow customers to opt-in for updates and promotional offers by giving a missed call.

## **Contests and Promotions**

Run contests and promotions where participants can participate by giving missed calls.

## **Missed Call Alerts**

Receive real-time notifications of missed calls for immediate action.

## **Customer Engagement**

Engage customers by encouraging them to give missed calls for various purposes.

## **Automated Responses**

Set up automated responses to acknowledge the missed calls and provide relevant information.

## **Missed Call Analytics**

Access data and insights on missed call campaigns to measure their effectiveness.



# RCS Messaging Features



RCS Messaging offers an enhanced and interactive messaging experience, enabling businesses to deliver visually appealing and engaging content, leading to better customer engagement and improved communication outcomes.

## **Rich Media Content**

Send visually engaging messages with rich media elements like images, videos, and GIFs.

## **Interactive Carousels**

Present multiple options or products in a single message with interactive carousels.

## **Action Buttons**

Include action buttons for recipients to interact directly with the message, such as "Buy Now" or "Book Appointment."

## **Verified Sender**

Display a verified sender badge to increase credibility and trust with recipients.

## **Branding Elements**

Incorporate branding elements like logos and brand colors for a cohesive brand experience.

## **High Delivery Rates**

Experience higher delivery rates compared to traditional SMS, ensuring messages reach the intended recipients.

## **Real-Time Typing Indicators**

Show when the recipient is typing, creating a more conversational experience.

## **Message Read Receipts**

Get read receipts to know when the recipient has seen the message.

## **Delivery Reports**

Access detailed reports on message delivery and engagement metrics.

## **Chatbots Integration**

Integrate chatbots to automate responses and provide personalized experiences.

## **Quick Replies**

Allow recipients to choose from pre-defined quick replies for quick interaction.

# SMPP Software (Rental)

## Features



SMPP Client and Server are crucial components of the Short Message Peer-to-Peer protocol, enabling reliable and efficient SMS communication between applications and mobile operators.

### SMPP Client Features

**Message Sending:** Send SMS messages to one or multiple recipients through the SMPP protocol.

**Message Receiving:** Receive incoming SMS messages from the SMPP server.

**Delivery Receipts:** Obtain delivery receipts to confirm the status of sent messages (e.g., delivered, failed).

**Concatenated Messages:** Handle long SMS messages by breaking them into smaller parts and reassembling them on the recipient's device.

**Message Encoding:** Support various character encodings, such as ASCII, Unicode, and others, to send messages in different languages.

**Session Management:** Establish and manage sessions with the SMPP server for message exchange.

**Bind Types:** Support different bind types, such as Transmitter, Receiver, and Transceiver.

**Throughput Control:** Control the rate of messages sent to the SMPP server to avoid overwhelming it.

**Error Handling:** Handle errors and retries for failed message delivery.

**Routing:** Route messages to specific destinations based on recipient numbers or other criteria.

**Load Balancing:** Distribute traffic across multiple SMPP servers for load balancing and redundancy.

### SMPP Server Features

**Message Routing:** Route incoming SMS messages to appropriate destinations based on message content or sender.

**Session Handling:** Manage and authenticate SMPP client sessions for secure communication.

**Delivery Receipts:** Generate and send delivery receipts to SMPP clients for message status confirmation.

**Throttling:** Limit the number of messages a client can send within a specific time frame to prevent overload.

**Error Handling:** Handle errors and inform SMPP clients of any issues encountered during message delivery.

**Throughput Control:** Manage incoming message rates to prevent server overload.

**Billing and Accounting:** Track and record message delivery for billing and accounting purposes.

**Security:** Implement security measures to protect the SMPP server from unauthorized access and data breaches.

**Message Storage:** Store incoming messages temporarily or permanently, depending on configuration.

**SMPP Bind Types:** Support different SMPP bind types for clients with specific requirements.

**Queue Management:** Manage message queues efficiently to handle incoming and outgoing messages effectively.

# SMS Pricing

## BASIC

10,000 Units @16.5ps

- ✓ Transactional SMS Route
- ✓ SMPP Connectivity
- ✓ Verified SMS
- ✓ Survey SMS
- ✓ Multi Routing
- ✓ Static Alpha Sender ID
- ✓ 24 x 7 Delivery
- ✓ Free DLT Support
- ✓ DND Numbers Delivered
- ✓ IP Based Access
- ✓ Advanced Link Tracking
- ✓ Recurring SMS Option
- ✓ Message Encryption

₹ 1,947.00

## STANDARD

100,000 Units @14.5ps

- ✓ Transactional SMS Route
- ✓ SMPP Connectivity
- ✓ Verified SMS
- ✓ Survey SMS
- ✓ Multi Routing
- ✓ Static Alpha Sender ID
- ✓ 24 x 7 Delivery
- ✓ Free DLT Support
- ✓ DND Numbers Delivered
- ✓ IP Based Access
- ✓ Advanced Link Tracking
- ✓ Recurring SMS Option
- ✓ Message Encryption

₹ 17,110.00

## PREMIUM

1,000,000 Units @13ps

- ✓ Transactional SMS Route
- ✓ SMPP Connectivity
- ✓ Verified SMS
- ✓ Survey SMS
- ✓ Multi Routing
- ✓ Static Alpha Sender ID
- ✓ 24 x 7 Delivery
- ✓ Free DLT Support
- ✓ DND Numbers Delivered
- ✓ IP Based Access
- ✓ Advanced Link Tracking
- ✓ Recurring SMS Option
- ✓ Message Encryption

₹ 153,400.00

# Dedicated LONGCODE Pricing

VMN Type	Normal	Gold	Diamond	Platinum	Mirror
One Time Setup	₹ 2,000	₹ 3,500	₹ 9,500	₹ 16,000	₹ 50,000
Dedicated Number	✓	✓	✓	✓	✓
Unlimited Keywords	✓	✓	✓	✓	✓
Auto Response SMS	✓	✓	✓	✓	✓
Real Time HTTP Forward	✓	✓	✓	✓	✓
SMPP Connectivity	✓	✓	✓	✓	✓
Long Code API Integration	✓	✓	✓	✓	✓
Real Time Report	✓	✓	✓	✓	✓
Email/Phone Support	✓	✓	✓	✓	✓

# Dedicated – Incoming Monthly Rental Pricing

VMN Type	Price (INR)	Validity	Free Incoming SMS	Overage Fees (INR) per incoming SMS
Normal	₹ 3,000	1 month	30,000	8 paise
Normal	₹ 5,000	1 month	60,000	7 paise
Normal	₹ 8,500	1 month	100,000	6 paise
Vanity*	₹ 4,500	1 month	30,000	8 paise
Vanity*	₹ 8,500	1 month	60,000	7 paise
Vanity*	₹ 10,000	1 month	100,000	6 paise

Note: \* Vanity is Gold/Gold Plus/Diamond/Diamond Plus/Diamond Plus Plus/Platinum/Platinum Plus/Mirror

GST Extra\*

# SHARED LONGCODE Pricing

## BASIC

10,000 Units @12ps

- ✓ 2 Way SMS
- ✓ SMPP Connectivity
- ✓ Default Auto Reply
- ✓ Survey SMS
- ✓ URL Retrieval
- ✓ Static Alpha Sender ID
- ✓ 24 x 7 Delivery
- ✓ Free DLT Support
- ✓ DND Numbers Delivered
- ✓ IP Based Access
- ✓ Advanced Link Tracking
- ✓ Customized SMS for Auto Replies
- ✓ Message Encryption

₹ 2,419.00

## STANDARD

25,000 Units @10ps

- ✓ 2 Way SMS
- ✓ SMPP Connectivity
- ✓ Default Auto Reply
- ✓ Survey SMS
- ✓ URL Retrieval
- ✓ Static Alpha Sender ID
- ✓ 24 x 7 Delivery
- ✓ Free DLT Support
- ✓ DND Numbers Delivered
- ✓ IP Based Access
- ✓ Advanced Link Tracking
- ✓ Customized SMS for Auto Replies
- ✓ Message Encryption

₹ 20,650.00

## PREMIUM

100,000 Units @8ps

- ✓ 2 Way SMS
- ✓ SMPP Connectivity
- ✓ Default Auto Reply
- ✓ Survey SMS
- ✓ URL Retrieval
- ✓ Static Alpha Sender ID
- ✓ 24 x 7 Delivery
- ✓ Free DLT Support
- ✓ DND Numbers Delivered
- ✓ IP Based Access
- ✓ Advanced Link Tracking
- ✓ Customized SMS for Auto Replies
- ✓ Message Encryption

₹ 171,100.00



# WhatsApp Business Pricing

10% OFF on Yearly Subscription Plan

## BASIC

₹ 999 /month

- ✓ ₹ 0 for 1 time Setup Cost
- ✓ Up to **5 Agents**
- ✓ Campaign Scheduler
- ✓ Additional Agent @ **INR 200.00/month**
- ✓ Shared Team Inbox
- ✓ Basic Support
- ✓ Broadcasting & Retargeting
- ✓ Template Message APIs
- ✓ Custom Upload
- ✓ Auto Syncing Templates
- ✓ Multi-Agent Live Chat
- ✓ Chatbot
- ✓ Green Tick support (**Charges applicable**)
- ✓ Analytics
- ✓ Custom Agent Rules

## PROFESSIONAL

₹ 1999 /month

- ✓ ₹ 0 for 1 time Setup Cost
- ✓ Up to **20 Agents**
- ✓ Campaign Scheduler
- ✓ Additional Agent @ **INR 200.00/month**
- ✓ Shared Team Inbox
- ✓ Pro Support
- ✓ Broadcasting & Retargeting
- ✓ Template Message APIs
- ✓ Custom Upload
- ✓ Auto Syncing Templates
- ✓ Multi-Agent Live Chat
- ✓ Chatbot
- ✓ Green Tick support (**Charges applicable**)
- ✓ Analytics
- ✓ Custom Agent Rules

## ENTERPRISE

CUSTOM

- ✓ ₹ 0 for 1 time Setup Cost
- ✓ **UNLIMITED AGENTS**
- ✓ Campaign Scheduler
- ✓ Additional Agent **NOT APPLICABLE**
- ✓ Shared Team Inbox
- ✓ Priority Support
- ✓ Broadcasting & Retargeting
- ✓ Template Message APIs
- ✓ Custom Upload
- ✓ Auto Syncing Templates
- ✓ Multi-Agent Live Chat
- ✓ Chatbot
- ✓ Green Tick support (**FREE**)
- ✓ Analytics
- ✓ Custom Agent Rules

# WhatsApp Business Conversation Pricing

Country	Marketing	Utility	Authentication	Service
India	80 Paise	19 Paise	19 Paise	35 Paise

## FAQ

What is UIC and BIC in WhatsApp Business API?

### User-initiated Conversation (UIC)

A conversation that initiates in response to a user message. Whenever a business replies to a user within the 24 hour customer service window, that message will be associated with a user-initiated conversation. Businesses can send free-form messages within this 24 hour customer service window.

### Business-initiated Conversation (BIC)

A conversation that initiates from a business sending a user a message outside the 24 hour customer service window. Messages that initiate a business-initiated conversation will require a message template.

# Bulk Voice Call Pricing

## BASIC

10,000 Call Units @18ps

- ✓ Billed only on answered calls
- ✓ Multiple Operators
- ✓ Only Indian phone numbers allowed
- ✓ Same Pricing for land line phones
- ✓ Same Pricing for mobile phones
- ✓ Customized Voice clip
- ✓ Transactional Gateway
- ✓ Promotional Gateway
- ✓ Text 2 Speech  
(Charges applicable)
- ✓ Voice OTP
- ✓ Voice Call API
- ✓ Multiple Retries
- ✓ Analytics and Reports

₹ 2,124.00

## STANDARD

50,000 Units @17ps

- ✓ Billed only on answered calls
- ✓ Multiple Operators
- ✓ Only Indian phone numbers allowed
- ✓ Same Pricing for land line phones
- ✓ Same Pricing for mobile phones
- ✓ Customized Voice clip
- ✓ Transactional Gateway
- ✓ Promotional Gateway
- ✓ Text 2 Speech  
(Charges applicable)
- ✓ Voice OTP
- ✓ Voice Call API
- ✓ Multiple Retries
- ✓ Analytics and Reports

₹ 10,030.00

## PREMIUM

100,000 Units @15ps

- ✓ Billed only on answered calls
- ✓ Multiple Operators
- ✓ Only Indian phone numbers allowed
- ✓ Same Pricing for land line phones
- ✓ Same Pricing for mobile phones
- ✓ Customized Voice clip
- ✓ Transactional Gateway
- ✓ Promotional Gateway
- ✓ Text 2 Speech  
(Charges applicable)
- ✓ Voice OTP
- ✓ Voice Call API
- ✓ Multiple Retries
- ✓ Analytics and Reports

₹ 17,700.00

# RCS Messaging Software Pricing

**Monthly Rental Commercial**

Particulars	Quantity/Percentile	Price
Installation Fee	1	₹ 100,000
Tax	18%	₹ 18,000
Total		₹ 118,000

Installation fee can be waived off with 1 year advance rental.

## Volume Wise Monthly Cost Per Setup

Messages Per Day	Price
Up to 200,000	₹ 35,000
From 200,000 to 500,00	₹ 50,000
From 500,000 to 1 Million	₹ 75,000
From 1 Million to 2 Millions	₹ 100,000

Additional GST to be included.

### Cost Includes

- Server
- Vi RBM API Upgrade regularly along with their releases
- Vendor API Upgrades
- Bug Fixes, Performance Improvements
- Application support for white label
- Application and Server Support (Does not include calls with customer, only application issues covered)

### Excludes

- Domain
- Any custom request or changes

# SMPP Software Pricing

## Monthly Rental Commercial

Particulars	Quantity/Percentile	Price
Installation Fee	1	₹ 50,000
Tax	18%	₹ 9,000
Total		₹ 59,000

Installation fee can be waived off with 1 year advance rental.

## Volume Wise Monthly Cost Per Setup

Messages Per Day	Price
Up to 200,000	₹ 35,000
From 200,000 to 500,00	₹ 50,000
From 500,000 to 1 Million	₹ 75,000
From 1 Million to 2 Millions	₹ 100,000

Additional GST to be included.

### Cost Includes

- Server
- Software regularly along with their releases
- Vendor Upgrades
- Bug Fixes, Performance Improvements
- Application support for white label
- Application and Server Support (Does not include calls with customer, only application issues covered)

### Excludes

- Domain
- Any custom request or changes

# Satisfied Clients

Some of the World's Most Popular Brands are our Satisfied Clients.





# Contact Information



Thank you for considering our project proposal.  
Should you require any additional information,  
please do not hesitate to contact us at



[+91 9619 141 191](tel:+919619141191) / [+91 9930 447 726](tel:+919930447726) / [+91 22 2865 7726](tel:+912228657726)



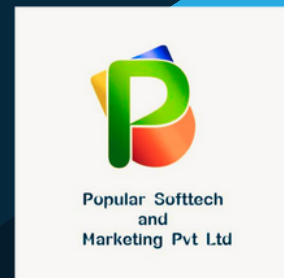
[contact@msgatewaycenter.com](mailto:contact@msgatewaycenter.com)



<https://www.msgatewaycenter.com>

## **Popular SoftTech & Marketing Pvt Ltd.**

225 & 226, Ground Floor, Raghuleela Mega Mall,  
Behind Pohisar Bus Depot, Kandivali West,  
Mumbai – 400067, Maharashtra, India



We look forward to the possibility of working  
together and helping your organization achieve  
its project objectives.