

Request for Proposal

For

**“Appointment of SMS Aggregator for Implementation
of SMS and Co-related Services”**



The Municipal Co-operative Bank Ltd., Mumbai

Head Office, 245, P.D'mello Road, Fort, Mumbai – 400001

RFP Reference No: MCB/IT/2026-2027/12.1

RFP Notification

<i>Information</i>	<i>Details</i>
<u>Introduction</u>	
Name of Organization	The Municipal Co-operative Bank Ltd., Mumbai
Name of Assignment	Request for Proposal For “Appointment of SMS Aggregator for Implementation of SMS and Co-related Services”
Date of Issue	06/10/2026
RFP Cost	Rs.2,000/- (Two Thousand Only)
EMD	Rs. 50,000/- (Fifty Thousand Rupees Only)
Account Details for Tender Fees & EMD	Account Name: Tender Fees and EMD Amount Current Account A/c No: 301000017325974 Bank Name: The Municipal Co-operative Bank Limited, Mumbai IFS Code: MUBL0000001 Branch: Fort, Mumbai. Note: please send EMD and Tender Fees separately
Preparation of Bids	
Language of Bid	English
Bid Validity Period	180 Days
Contact Person for clarification of Queries	Mr. Surendra Chavan I/c Asst. General Manager mcb.itcell@mcbmumbai.com 022-22717852
<u>Submission and Opening of Bids</u>	
Last Date for Submission of Pre-Bid Queries	12/10/2026 up to 3:00 pm
Last Date of Technical & Commercial Bid Submission	16/10/2026 up to 5:00 pm
Address for Technical & Commercial Bid Submission	The General Manager The Municipal Co-operative Bank Ltd., Head Office, 245, P.D’mello Road, Fort, Mumbai – 400001.

About The Municipal co-operative Bank Ltd. Mumbai

The Municipal Co-operative Bank Ltd. Mumbai, established as a Co-operative Bank having 21 Branches, and Head office within jurisdiction of Greater Mumbai. The Bank has License based Core Banking, Switching & Digital Banking Services (ATM, UPI, IMPS, Mobile Banking) implemented across all its Branches from M/s Finacus Solutions Pvt. Ltd., Mumbai. Bank has hosted Data centre at M/s Yotta Data Centre Panvel and DR at Noida with hosted services.

The Bank initiated the process of computerization of its operations in a phased manner starting in 2008. At present the Bank has fully computerized environment with successfully running CBS (Core Banking Solution). The bank is direct member of NFS and is live on Rupay ATM, POS ECOM and UPI services. Having own setup of RTGS/NEFT & all other Software's/Programmes/Application & modules as required for smooth running of the Bank.

The Municipal Co-operative Bank Ltd., Mumbai ("Bank") invites proposals from eligible, experienced and financially sound SMS aggregators for end-to-end implementation, integration, migration, operation and support of SMS and co-related communication services for the Bank's customers, employees and authorised stakeholders.

The successful bidder shall be capable of delivering secure, scalable, highly available, DLT-compliant and RBI/DPDP-compliant SMS services to the Bank, including API-based integration, delivery reporting, routing, monitoring, security controls, throughput assurance, disaster recovery capability and managed support services. The Bank intends to award the contract to a bidder who can demonstrate enterprise-grade operational maturity, telecom connectivity strength, regulatory compliance and relevant BFSI experience.

I. INSTRUCTIONS TO THE BIDDER'S

The Instructions which are required for participating in this RFP are defined below for the guidance of bidder(s).

- 1) The bidder is required to submit the **Technical Bid** and **Commercial Bid Separately in two different sealed envelopes**. Sequential page numbering should be marked on all the pages of the bid submitted (including supporting documents). The sealed envelopes containing the Technical Bid and Commercial Bid should be duly superscripted as 'Technical Bid' and 'Commercial Bid' respectively for easy identification. The Demand Draft/Online Transfer Receipt pertaining to EMD amount of Rs. 50,000/- (Fifty Thousand Rupees) should be submitted with the Technical Bid. Both the envelopes should be placed together in a bigger envelop super scribed as "RFP for Appointment of SMS Aggregator for Implementation of SMS and Co-related Services".
- 2) Include the following along with the Technical Proposal:
 - Covering letter (as per Annexure B)
 - EMD of Rs. 50,000/- & Tender Fee Receipt.
 - Company profile, Company Financials, Registration Documents, Work Orders.
 - Detailed Proposal
 - Reference projects

- Annexure D: Details of the Bidder
 - Annexure E: SMS and Co-related Services Checklist
- 3) Include the following along with the Commercial Proposal:
- Covering letter (as per Annexure C)
 - Commercial Proposal (as per Annexure A).
- 4) The Sealed Tender including separate Technical & Commercial Bids, duly super scribed as, "RFP for Appointment of SMS Aggregator for Implementation of SMS and Co-related Services", should be addressed to The General Manager, The Municipal Co-operative Bank Ltd., Mumbai and sent to the Bank's address given below either by registered post/speed post/or by dropping in the tender box placed at Head Office of the Bank & should reach on or before 5.00 PM on 16/10/2026.

Address for Communication:

The General Manager
The Municipal Co-operative Bank Limited
Head Office, 245, P.D'mello Road, Fort,
Mumbai – 400001.

Tenders received after the stipulated date and time shall not be considered. Bank shall not be liable for any postal delays what so ever and tender received after the stipulated time/date are liable to be rejected summarily without giving any reason. The Proposals will be opened at stipulated time in presence of committee members. Proposal which is received after the date and time specified are liable to be rejected.

- 5) Proposal containing overwriting, additions, alterations, erasures, obliteration and other defects are liable to be rejected. All corrections made by the bidder should be properly attested by the bidder. If the bidder(s) want to specify any special conditions or furnish any additional information by way of clarifications, amplifications etc., they may do so in a covering letter only and in no case make any alterations or corrections in the Proposal documents.
- 6) The bidder(s) shall sign every page of Proposal document and submit the Proposal document intact. If the Proposal is filled by a firm in partnership, it shall signed by all the partners of the firm. A certified copy of the partnership deed, current address of the firm and the full names and current addresses of all the partners of the firm shall also accompany with the Proposal. If the Proposal is signed under a power of attorney for the firm, a certified copy of the power of attorney shall accompany with the Proposal.
- 7) The bidder shall quote for all items of price mentioned in **Annexure-A**. The value quoted shall be in whole numbers and not in fraction. Wherever there is difference

between the rates quoted in figures and in words, the rates quoted in words only will prevail.

- 8) The bidder(s) shall also attach attested Photocopies of documents like certificate of incorporation, GST Number, PAN Number, Experience Certificates of Relevant work, Balance Sheet & Profit-Loss Statement of last 3 Years, ISO Certificates along with the Technical Proposal. However, the Bank may demand production of all the original document as may be considered necessary.

9) Minimum Eligibility Criteria for the Bidder:

Sr. No.	Mandatory Eligibility Criteria	Documentary Evidence
1	The bidder should be a Public/Pvt Ltd company registered / incorporated in India under the Companies Act, 1956 or the Companies Act, 2013 and should have been in operation for at least five (5) years as on the last date of bid submission.	Certificate of incorporation/registration
2	Average annual turnover of at least INR 10 Crore during the last three audited financial years.	Audited statements and CA certificate
3	Positive net worth in any two of the last three financial years.	CA certificate
4	The bidder should have valid registration / authorization under the applicable DoT / TRAI regulatory framework as a Telemarketer messaging provider for SMS services in India, including compliance with applicable DLT requirements.	Copy of valid registration / authorization / approval under applicable DoT / TRAI framework and self-declaration of current validity.
5	Currently serving at least three Public/Pvt/Co-operative banks/ PSU/ NBFC/ Government Departments or regulated financial institutions in India.	Client references and work orders
6	The bidder should possess recent VAPT / application security / infrastructure security assessment reports from a competent / empanelled auditor, if available, and shall provide the same if requested by the Bank during evaluation.	Audit & Compliance Report
7	ISO/IEC 27001 certification covering proposed service and locations.	Valid certificate and scope statement

Sr. No.	Mandatory Eligibility Criteria	Documentary Evidence
8	No blacklisting/debarment by Government, regulator, bank or PSU during the past five years; no material adverse litigation concealed.	Self-declaration
9	The bidder shall maintain production infrastructure and DR capability in India for delivery of the services, or otherwise demonstrate that all Bank-related data and processing for the proposed service will remain within India.	DC / DR address and architecture note / self-certification
10	Compliance with RBI, TRAI, CERT-In, IT Act and data-protection requirements.	Compliance undertaking

Other Terms & conditions:

- 1) **VALIDITY:** The bidder(s) shall keep their offer open for minimum period of 180 days, from date of opening of Proposal, as indicated in "Instructions to Bidders", within which period bidder(s) cannot withdraw his offer, subject to period being extended further, as required by mutual agreement from time to time. Any contravention of the above condition will render the bidder(s) liable for forfeiture of entire amount of Earnest Money Deposit.
- 2) The bidder(s) should not stipulate any contrary special conditions, while submitting his Proposal. In such an eventuality, Bank reserves the right to summarily reject such Proposal(s) without assigning any reason whatsoever. The bidder(s) should submit the Proposal in conformity with given RFP conditions and specifications. Technical deviation to be properly explained in deviation statement.
- 3) The successful bidder shall be required to execute an Service Level Agreement & Non-Disclosure Agreement with Bank.
- 4) Bidder must comply with all applicable Labour and Employee welfare laws of Govt. of India.
- 5) Non-compliance with any of the conditions set forth in these RFP documents is liable to result in the contract being terminated.
- 6) The authority for acceptance of the bid will rest with the Bank, which does not bind itself to accept the lowest or any other Proposal nor does it undertake to assign reasons for declining to consider any particular Proposal.
- 7) Disputes, if any, that may arise during the signing of the contract; the decision of Competent Authority of BANK will be final and binding to the bidder.

- 8) Before Submitting a Proposal, the bidder will be deemed to have satisfied himself by actual inspection of the site and requirements of the bank regarding SMS solution, that all problems liable to be encountered during the execution of the work are taken into account and that the rates he enters in the Proposal schedule are adequate, all-inclusive for completion of works so as to the entire satisfaction of the Bank.
- 9) Technical & Commercial Bids received shall be opened in presence of the GP committee members of Bank.
- 10) The bidder whose Proposal is accepted shall be required to be present at the Head office of The Municipal Co-operative Bank Ltd., Mumbai as the case may be in person or a duly authorized representative to accept purchase order issued by Bank within 7 days after receipt mail issued by the Bank. Failure to do so shall constitute a break of agreement effected by the acceptance of the Proposal in which case, the full value of the earnest money accompanying the Proposal shall stand forfeited without prejudice to any other rights or remedies.
- 11) In the event of any bidder, whose Proposal is accepted, refuse to execute the contract document as herein before provided, the Bank may determine that such Bidder has abandoned the contract and thereupon his Proposal and acceptance thereof shall be treated as cancelled.
- 12) The Proposal shall be submitted in the prescribed form only.

- Expected Delivery Standards

Priority	SMS Type	SMS Category	Delivery Time
High	Domestic	OTP (One Time Password)	Within 5 seconds
Medium	Domestic	Financial transactional SMS and Non Financial Transaction SMS	Within 10 Seconds
Low	Domestic	Bulk SMS (Informational/Promotional), Scheduled SMS (Informational/Promotional)	With in 60 Seconds

13) Scope of Work

The selected bidder shall provide end-to-end Bulk SMS API / OTP / Transactional / Alert SMS services to the Bank, including SMS gateway / platform access, API integration, sender ID / header / template support, DLT compliance support, delivery reports, dashboards, MIS, telecom routing, high availability, disaster recovery, security controls, account management, DLT support and management, support and ongoing managed services during the contract period.

The SMS Services shall be compatible with the CBS & Switching Service Provider “Finacus Solutions”.

The selected bidder shall comply with all applicable RBI guidelines, TRAI / DoT directions, Telecom Commercial Communications Customer Preference Regulations (TCCCPR), DLT requirements, Information Technology Act, Digital Personal Data Protection Act, CERT-In directions, cyber security guidelines, and any future instructions applicable to SMS communication services for banks.

The selected bidder shall ensure secure application architecture, encryption in transit, access controls, audit logging, vulnerability management, incident response, privileged access control, data confidentiality, segregation of environments, backup security and periodic security testing as required by the Bank.

All production systems, transaction data, logs, backups and audit records related to the Bank’s SMS traffic shall be stored and processed only within India, unless otherwise approved by the Bank in writing and permitted by applicable law.

Engagement Model

The Bank intends to appoint a single service provider for enterprise Bulk SMS API / OTP / Transactional / Alert SMS services, DLT support and management on a managed-services model. The selected bidder shall provide the SMS delivery platform, telecom routing, API integration support, DLT support, reporting, monitoring, security controls, implementation services and ongoing support. The Bank may utilize the service for multiple applications, channels and business functions. The Bank does commit a minimum message volume of 30 Lakh SMS Monthly.

SMS Service Categories

The solution shall support, at a minimum, the following categories of messaging: OTP SMS; transaction alerts; debit / credit alerts; failed transaction alerts; low balance alerts; mobile banking alerts; UPI alerts; NEFT / RTGS / IMPS alerts; Aadhaar / DBT / subsidy notifications where applicable; loan EMI reminders; overdue / collection /

recovery alerts; branch / customer service notifications; statutory / regulatory notifications; employee / HR / operational notifications; and such other informational or promotional communications as may be lawfully permitted and authorized by the Bank.

API & Integration Requirements

The bidder shall provide secure, documented APIs for SMS submission, status tracking and delivery report retrieval. The API suite shall support HTTP / HTTPS based submission and such additional interfaces (including SMPP where specifically required) as may be agreed with the Bank. The bidder shall provide sample code, integration documentation, parameter definitions, error codes, retry behavior, DLR callback specification, throttling limits and implementation support. The Bank's applications may include CBS, mobile banking, UPI systems, reconciliation systems and other applications identified by the Bank.

Sender IDs, Templates & DLT Support

The bidder shall support all DLT-related requirements including PE registration support, template mapping, header / sender ID registration support, scrubbing support, message category tagging and operator / DLT troubleshooting support. The bidder shall provide dashboard / portal features to map templates and headers, and shall support the Bank in maintaining DLT compliance throughout the contract term.

Delivery Reports, MIS & Dashboard

The bidder shall provide real-time delivery reports (DLR) and message status visibility. DLRs shall include message submission time, delivery / failure / pending status, operator / route status where available, message ID mapping and error / rejection codes. The bidder shall provide dashboard access and downloadable reports for day-wise, header-wise, application-wise, branch-wise and user-wise analysis. Monthly MIS, SLA reports, exception reports, failure analysis reports and reconciliation reports shall be provided in the format prescribed by the Bank.

Priority Routing & OTP Performance

OTP and critical banking alerts shall be treated as the highest-priority category. The bidder shall provide optimized routing and monitoring for time-sensitive messages and shall clearly disclose its routing model, operator connectivity, prioritization logic and fallback handling. The bidder shall support message tagging / priority flags for OTP and critical alerts.

Throughput, Scalability & Performance

The bidder shall provide a platform capable of handling the Bank's current and future message volumes, including peak spikes for OTP and transactional alerts. The bidder shall clearly state the guaranteed TPS / throughput for the Bank, operator-wise routing capacity, queue management logic and scalability architecture. The solution shall be horizontally scalable and capable of handling growth in volume without service disruption.

Security Architecture

The bidder shall maintain secure architecture for all SMS services. At a minimum, the solution shall support TLS 1.2 or higher for data in transit, strong API authentication, IP whitelisting, role-based access control, privileged access management, audit logs, secure credential storage, patch management, incident response procedures, vulnerability remediation and secure operations. The bidder shall ensure segregation of Bank traffic and logical isolation of the Bank's data from other customers.

Data Retention, Logs & Audit Trail

The bidder shall maintain complete logs and audit trails for message submission, processing, routing, DLT rejection, delivery status and user access events for the period prescribed by the Bank and / or applicable law. Logs shall be tamper-evident and shall be made available to the Bank, auditors and regulators as required.

High Availability, BCP & DR

The bidder shall provide high availability architecture and disaster recovery capability for the SMS platform. The bidder shall submit the design of its primary and disaster recovery setup, failover arrangements, monitoring controls and BCP / DR procedures. The bidder shall conduct periodic DR drills and share evidence of successful DR exercises if sought by the Bank.

Portal / Console Features

The bidder shall provide a secure web-based portal / console for authorized Bank users. The portal should support user management, sender / template management, campaign upload where permitted, API key management where applicable, real-time reporting, message search, DLT mapping visibility, MIS download, data history storage, alerting and service request logging.

Support, Account Management & Escalation

The bidder shall provide a named account manager / SPOC, implementation manager and 24x7 support for production incidents. A documented escalation matrix, severity-based response / resolution timelines and periodic service review mechanism shall be provided. Support shall include onboarding of applications, troubleshooting, operator follow-up, RCA, performance review and change management support.

Information Security & Regulatory Cooperation

The bidder shall cooperate with the Bank's information security team, auditors, regulators and third-party assessors in relation to audits, VAPT, incident investigations, compliance reviews and control validation exercises relevant to the services.

14) Implementation and Acceptance

Phase	Maximum timeline	Key deliverables
Mobilisation	Week 1	Kick-off, project plan, RACI, risk register, requirement validation
Design	Week 1-2	Architecture, data flows, API specifications, security design, DLT plan
Build and configuration	Week 2	Connectivity, APIs, templates, dashboards, RBAC, reporting
Testing	Weeks 3	SIT, UAT, performance, failover, security and negative testing
Pilot / parallel run	Weeks 3	Controlled production traffic, reconciliation, defect closure
Go-live	By Week 4	Approved cutover, monitoring, training and handover
Stabilisation	30 days after go-live	Daily review, SLA validation, final acceptance

14.1 Acceptance Criteria

- All mandatory requirements and integrations implemented and documented.
- Successful functional, performance, security, DLT and DR tests with no open critical/high defect.
- OTP and transactional delivery/latency meet agreed targets during pilot.
- Bank receives complete source-to-DLR reconciliation and billing verification.
- SOPs, runbooks, architecture, inventory, configuration baseline and escalation matrix delivered.
- Bank users and administrators trained; formal sign-off issued by authorised Bank official.

15) Service Levels and Penalties

SLA measurement shall be monthly and based on Bank and aggregator records. Where records conflict, the Bank may use operator/DLT records or an independent audit. Penalties are service credits and do not limit indemnity, damages, regulatory recovery or termination rights.

Service metric	Target	Measurement	Penalty
Platform availability (monthly)	>=99.99%	Excluding Bank-approved planned maintenance	0.25% of monthly invoice for each 0.5% shortfall, capped at 10%
OTP API acknowledgement	95% <=300 ms; 99% <=1 sec	Aggregator receipt to synchronous response	0.25% of monthly invoice for each breach; cap 5%
OTP handover to operator	95% <=2 sec; 99% <=5 sec	Accepted request to operator submission	0.25% per breach; cap 5%
OTP delivery	95% within 5 sec where handset/network reachable	Request to final delivery DLR	0.25% per 1% shortfall; cap 10%
Transactional delivery rate	>=98%, excluding valid exclusions	Delivered / accepted eligible messages	1% per 0.5% shortfall; cap 10%
Critical incident response	<=15 minutes	Ticket/alert to acknowledgement	INR 1000 per event
Critical service restoration	<=60 minutes	Incident start to restoration	INR 500 per commenced hour
DLR availability	>=99.9%; final DLR <=24 hours	DLRs available against accepted traffic	0.5% of monthly invoice per breach
RCA for Severity 1	Within 3 working days	Complete approved RCA/CAPA	INR 500 per day of delay
Report submission	By 3rd working day monthly	Complete SLA, usage and security report	INR 500 per day of delay

Aggregate monthly SLA penalties may be capped at 20% of the monthly invoice, except for confidentiality breach, data breach, fraud, wilful misconduct, gross negligence, regulatory penalty, intellectual-property infringement and indemnity obligations, which shall not be subject to this cap. Three Severity-1 incidents or SLA breach in three months within any rolling six-month period may constitute material breach.

15.1 Severity Classification

Severity	Illustrative condition	Support
P1 – Critical	Complete outage; OTP failure; suspected breach; widespread delay; DLT/header misuse	24x7; acknowledge 15 min; updates every 30 min

Severity	Illustrative condition	Support
P2 – High	Major degradation, high failure rate or important feature unavailable	24x7; acknowledge 30 min; updates hourly
P3 – Medium	Limited impact or workaround available	Business hours; acknowledge 2 hours
P4 – Low	Information request, cosmetic issue or planned change	Acknowledge 1 business day

16) Governance, Reporting and Escalation

- Weekly implementation reviews until stabilisation and monthly service reviews thereafter.
- Monthly report covering traffic by category/operator, delivery rate, latency percentile, failures, SLA, incidents, changes, capacity, vulnerabilities, access review, DLT status and invoices.
- Quarterly risk, security, BCP/DR, subcontractor and compliance review.
- Named service manager, technical lead, security lead and 24x7 NOC/SOC contact. Escalation shall extend up to the bidder's CEO/Managing Director.

Level	Bidder role	Contact details	Response
L1	Service Desk / NOC	Name, mobile, email	15 minutes
L2	Service Delivery Manager	Name, mobile, email	30 minutes
L3	Head – Technology / Operations	Name, mobile, email	1 hour
L4	CISO / Compliance Head	Name, mobile, email	1 hour for security/regulatory issue
L5	CEO / Managing Director	Name, mobile, email	2 hours

17) Business Continuity and Disaster Recovery

- Operate geographically separated primary and DR sites in India, each capable of handling 100% peak load.
- RTO shall not exceed 30 minutes and RPO shall be zero for accepted messages, configuration and audit records, unless a stricter value is agreed.
- Provide automated failover or documented controlled failover without requiring major Bank changes.

- Conduct DR drill at least half-yearly and after material architecture change; share results and corrective actions.
- Maintain alternate telecom routes and eliminate common points of failure across access providers, network, power, DNS and credentials.
- Provide BCP during disaster, pandemic, cyberattack, telecom outage and loss of key personnel.

18) Commercial Terms

- **Commercial quote shall be based on successfully submitted/delivered messages as specified by the Bank; rejected messages due to bidder/DLT error shall not be billable.**
- Bidder shall clearly disclose per-SMS/segment charges by category, operator/route, DLT/network/pass-through fees and all one-time/recurring charges. No undisclosed charge shall be payable.
- Billing shall use actual segment count after approved encoding rules. Concatenated Unicode/GSM messages shall be transparently reported.
- OTC/Implementation/Support or other charges shall be released after Go-live.
- SMS Usage Charges shall be paid on Monthly Basis. Monthly invoice shall be supported by Bank message ID-level records and reconciled with Bank/aggregator/DLT/operator counts. Disputed amounts may be withheld without affecting critical services.
- Payment shall be made within [15] days of receipt of correct invoice and acceptance, after statutory deductions and SLA penalties.
- Rates shall remain firm for the initial term of 3 years. Any statutory pass-through change requires documentary evidence and prior Bank approval. Reductions shall be passed to the Bank from their effective date.
- No minimum monthly commitment shall apply unless expressly stated in the commercial schedule.

19) Contractual and Regulatory Clauses

19.1 Bank and Regulatory Right to Audit

The Bank, its auditors, statutory/concurrent/internal auditors, NABARD, RBI and any other regulator or authority having jurisdiction shall have unrestricted and timely rights to inspect and audit the bidder and approved subcontractors in relation to the services. This includes access to systems, premises, personnel, records, logs, configurations, security reports, business-continuity arrangements, financial information relevant to billing and copies of audit findings. The bidder shall provide cooperation at no additional cost and promptly close observations. Audit rights shall survive termination for the applicable record-retention period.

19.2 Regulatory Access and Directions

The bidder shall furnish information directly or through the Bank as required by RBI, NABARD, TRAI, DoT, CERT-In, law-enforcement agencies or other competent authorities. The bidder shall comply with lawful directions without restricting the Bank's ability to supervise the outsourced activity. Outsourcing shall not diminish the Bank's obligations or impede regulatory oversight.

19.3 Confidentiality and Banking Secrecy

All Bank, customer, employee, transaction, security and business information shall be confidential. Access shall be on a strict need-to-know basis. The bidder shall obtain confidentiality undertakings from personnel and subcontractors. Disclosure is permitted only with prior written Bank approval or where legally compelled, in which case the bidder shall, to the extent lawful, notify the Bank before disclosure.

19.4 Subcontracting

No material subcontracting, telemarketer change, cloud/hosting change or processing-location change is permitted without prior written approval. The bidder shall disclose the complete delivery chain and remain fully responsible for performance, security, confidentiality, compliance and acts or omissions of every subcontractor.

19.5 Indemnity and Liability

The bidder shall indemnify the Bank, its officers and customers against losses, claims, penalties, costs and expenses arising from breach of contract, negligence, fraud, wilful misconduct, confidentiality or data breach, unauthorised communication, DLT/header/template misuse, regulatory non-compliance, intellectual-property infringement or acts of subcontractors. Any general liability cap shall not apply to the foregoing exclusions or amounts recoverable under law.

19.6 Insurance

Throughout the contract, the bidder shall maintain adequate professional indemnity/errors and omissions, cyber liability, fidelity/crime and general liability insurance with reputable insurers, and provide certificates on request. Minimum coverage shall be INR 5 crore per event and in aggregate, or such amount specified by the Bank.

19.7 Records and Retention

The bidder shall retain transaction, delivery, access, security, configuration, consent and billing records for the period specified by the Bank and applicable law. ICT logs required under CERT-In directions shall be enabled, securely retained in India for at least the prescribed rolling period, and made available promptly. Retention shall not justify storing OTP content longer than operationally necessary.

19.8 Personnel and Background Verification

Personnel with access to Bank systems/data shall be appropriately skilled, background verified and bound by confidentiality. Key personnel shall not be replaced without notice and suitable replacement. The Bank may require removal of personnel for security, performance or conduct concerns.

19.9 Intellectual Property

Each party retains pre-existing intellectual property. Bank data, headers, templates, configurations specific to the Bank, reports and deliverables paid for by the Bank shall belong to the Bank. The bidder grants the Bank necessary licences to use embedded bidder materials during the contract and transition period.

19.10 Integrity, Anti-bribery and Conflict of Interest

The bidder shall comply with applicable anti-bribery and anti-corruption laws, disclose actual or potential conflicts, and not offer any inducement to Bank personnel. The Bank may invoke integrity-pact and whistle-blower provisions.

20) Exit Management

- Submit an exit plan within 30 days of contract signing and update it annually.
- Provide at least six months' transition assistance at existing rates or rates agreed in the bid.
- Transfer Bank-owned DLT artefacts, templates, configurations, documentation, reports, pending tickets and audit records to the Bank or successor.
- Continue critical services without degradation during transition and support parallel run.
- Return/export Bank data in a commonly usable format; securely erase residual copies after confirmation and issue destruction certificate.
- Revoke all access and credentials, remove network connectivity, settle reconciliation and provide final compliance confirmation.
- No lien, lock-in or withholding of Bank data, headers, templates or records shall be permitted due to a commercial dispute.

Annexure – A

Commercial Proposal - Appointment of SMS Aggregator for Implementation of SMS and Co-related Services

SMS Charges

Sr. No	Item	Unit	Basic Rate (INR)	GST	Total Rate Incl. GST
1	OTP SMS	Per SMS			
2	Transactional / Alert SMS	Per SMS			
3	Service SMS	Per SMS			
4	Promotional SMS	Per SMS			
5	Unicode SMS	Per SMS			
6	One-Time Cost (Including Integration/Migration/Support/DLT/other pass through charges)	Lump sum			
7	Optional services	Specify			

Note:

- Charges shall include per-SMS/segment charges by category, operator/route, DLT/network/pass-through fees and on delivery charges.
- OTC shall be released after successful implementation & go-live. Per SMS charges shall be paid on monthly basis.
- Contract Period: 3 Years. Charges will be fixed for 3 Years.
- The quoted prices should be “Firm and Final”, all inclusive of applicable taxes(GST)& duties. Applicable taxes & duties taken in calculations also to be shown separately.

Yours faithfully,

(Signature)

**[Name of Authorized Signatory] with [Designation]
[Company Name & Seal]**

Annexure – B

Covering Letter for Technical Bid
[On Vendor's Letterhead]

Date:

To,
The General Manager
The Municipal Co-operative Bank Ltd., Head Office, 245, P.D'mello Road, Fort,
Mumbai – 400001.

Subject: Submission of Technical Proposal for Appointment of SMS Aggregator for Implementation of SMS and Co-related Services

Dear Sir,

With reference to your Request for Proposal (RFP) No. [Insert Number] dated [Insert Date], we are pleased to submit our Proposal for Appointment of SMS Aggregator for Implementation of SMS and Co-related Services for your esteemed bank.

We have carefully reviewed the scope of work, eligibility requirements, and service expectations outlined in the RFP. We hereby confirm our unconditional acceptance of the terms and conditions mentioned therein and declare that:

- Our organization meets all the eligibility criteria.
- We possess adequate experience in providing SMS and Co-related Services.
- All information and documents provided in this quotation are accurate and valid.
- We agree to abide by the pricing and terms mentioned in our quotation for a period of 180 days from the date of submission.

We have enclosed the following as part of our response:

1. Company Profile and Eligibility Details
2. Quotation in the prescribed format with EMD & Tender Form Fees Receipt.
3. Details of Experience with Similar Projects
4. Certifications and References
5. Signed copy of the RFP document (as a token of acceptance)

We look forward to the opportunity to support your bank in achieving operational excellence and compliance in critical transaction systems. Should you require any additional information or clarification, please feel free to contact us.

Thank you for considering our proposal.

Yours faithfully,

(Signature)

[Name of Authorized Signatory] with [Designation]
[Company Name]

[Phone Number] | [Email Address]

Company Seal

Annexure – C

Covering Letter for Commercial Bid

[On Vendor's Letterhead]

Date:

**To,
The General Manager
The Municipal Co-operative Bank Ltd.,
Head Office, 245, P.D'mello Road, Fort,
Mumbai – 400001.**

Subject: Submission of Commercial Proposal for Appointment of SMS Aggregator for Implementation of SMS and Co-related Services.

Dear Sir,

With reference to your Request for Proposal (RFP) No. [Insert Number] dated [Insert Date], we are pleased to submit our Proposal for Appointment of SMS Aggregator for Implementation of SMS and Co-related Services for your esteemed bank.

We have carefully reviewed the scope of work, eligibility requirements, and service expectations outlined in the RFP. We hereby confirm our unconditional acceptance of the terms and conditions mentioned therein and declare that:

We look forward to the opportunity to support your bank in achieving operational excellence and compliance in critical transaction systems. Should you require any additional information or clarification, please feel free to contact us.

Thank you for considering our proposal.

Yours faithfully,

(Signature)

[Name of Authorized Signatory] with [Designation]

[Company Name]

[Phone Number] | [Email Address]

Company Seal

Annexure D: Details of the Bidder (On Company Letter Head)

Attach with the Technical Bid

Sl. No.	Details of the Bidder	Details
A	Name of the Bidder	
B	Services/Product Offered	
C	Bidder Head Office and registered office address	
D	Telephone and Fax numbers	
E	Authorized Contact Person of the Bidder: Designation: Contact No: E-Mail ID:	
F	Date of incorporation (Please enclose Bidder Registration Certificate)	
G	Ownership structure (e.g. Proprietorship, Partnership, Pvt./ Public Ltd)	
H	Bidder GST registration number (Please enclose supporting document.)	
I	Bidder PAN (Please enclose supporting document.)	
J	Turnover of the Bidder for last 3 Financial Years: 2023-24, 2024-25, 2025-26	
K	Whether authorized service provider of the proposed solution	
L	Please mention ISO Certificates	
M	Relevant Purchase Orders to be attached	

Annexure E:
SMS and Co-related Services Checklist
(On Company Letter Head)

Attach with the Technical Bid

Sr. No	Minimum requirement	Bidder response
1	OTP traffic shall receive highest priority, dedicated queue and low-latency route.	Comply / Deviate
2	Support transactional, service explicit, service implicit and promotional categories as permitted by TRAI.	Comply / Deviate
3	Support English and Unicode regional languages; disclose SMS segment and billing logic.	Comply / Deviate
4	Provide REST/JSON and SOAP/XML APIs; SMPP only if specifically approved by the Bank.	Comply / Deviate
5	Return unique message ID synchronously and DLR asynchronously through callback/API.	Comply / Deviate
6	Support single, batch and bulk submission, scheduling, expiry, cancellation and configurable throttling.	Comply / Deviate
7	Prevent duplicate submission using idempotency key and configurable duplicate window.	Comply / Deviate
8	Validate mobile number, template ID, header, message category and mandatory fields before submission.	Comply / Deviate
9	Provide template repository with versioning, maker-checker and approval history.	Comply / Deviate
10	Provide dashboards for traffic, delivery, latency, failure causes, operator split and SLA.	Comply / Deviate
11	Enable role-based access, MFA, IP restriction and configurable approval workflow on portal.	Comply / Deviate
12	Export reports in CSV/XLSX/PDF and integrate logs/events with Bank SIEM through API/syslog.	Comply / Deviate
13	Provide real-time balance/credit monitoring and alerts without suspending critical traffic unexpectedly.	Comply / Deviate

Sr. No	Minimum requirement	Bidder response
14	Support number masking in UI/reports and searchable access only to authorised roles.	Comply / Deviate
15	Maintain separate environments/credentials for production, UAT and DR.	Comply / Deviate
