

Response to Pre-Bid Queries for RFP					
RFP Ref. No.	CPCM-39/2026-27 Date: 21-Sep-2026 GEM Bid No. - GEM/2026/B/8055301				
RFP Name	Request for Proposal for on-boarding vendor partners for SMS delivery services at StockHolding				
Sr. No.	Page No.	RFP Clause	Clause Description	Query	StockHolding Remarks
1	7 & 23	Eligibility Criteria & Annexure 2	2. Bidders should have experience in providing Bulk SMS Delivery services atleast for past 5 years as on the date of the RfP.	Our Company was incorporated on January 2022. As of September 2026, the company is approximately 4-5 years old and does not meet the 5-year existence criteria. 1. We are a DPIIT-recognised startup / early-stage technology company. The 5-year existence criterion is a significant barrier for startups. 2. Request: Please help with relaxation for DPIIT-recognised startups are eligible for a waiver of the minimum years of existence criterion, as per the Startup India initiative and Gol's stated policy of promoting startups in public procurement.	Clarification: Exemptions shall be as per the provisions of the GeM bid document and RfP document
2				Kindly clarify whether cumulative experience demonstrated through multiple contracts, renewals, amendments, work orders and extensions shall be considered for meeting the experience criteria, even from subsidiary or mother entities	Clarification: Purchase Order/Completion Certificate older than 5 years needs to be presented as proof of experience.
3	7 & 23	Eligibility Criteria & Annexure 2	Documents to be submitted by Bidder : 2. Self-declaration by the bidder on its Letter Head duly signed by the Authorized Signatory with relevant supporting documents- (PO copies/Agreements)	Kindly confirm whether MSA, Work Orders, Renewal Letters, Contract Amendments or continued invoicing shall also be accepted as supporting documents.	Clarification: Yes, MSA, Work Orders, Renewal Letters, Contract Amendments shall also be accepted as supporting documents.
4	7 & 23	Eligibility Criteria & Annexure 2	2. Bidders should have experience in providing Bulk SMS Delivery services atleast for past 5 years as on the date of the RfP.	Request confirmation whether experience of parent company offering same scope of services can be considered for qualification purposes, subject to documentary evidence and authorization.	Clarification: Yes. Relevant documents and authorization certificates need to presented.
5			6. The bidder should have at least 03 (three) successful implementations in India of Bulk SMS Delivery Solutions in the last 03 (three) years as on RFP date.		Clarification: Yes. Relevant documents and authorization certificates need to presented.
6			7. The bidder should have experience in implementation of Bulk SMS Delivery Solutions in India with average annual SMS volume more than or equal to 50 lakhs in single order.		Clarification: Yes. Relevant documents and authorization certificates need to presented.

Sr. No.	Page No.	RFP Clause	Clause Description	Query	StockHolding Remarks
7	7 & 23	Eligibility Criteria & Annexure 2	6. The bidder should have at least 03 (three) successful implementations in India of Bulk SMS Delivery Solutions in the last 03 (three) years as on RFP date.	Kindly clarify whether cumulative experience demonstrated through multiple contracts, renewals, work orders, amendments, and extensions during the last five years shall be considered for meeting the experience criteria.	Clarification: Cumulative experience shall not be considered. Experience can be demonstrated through the various documents as relevant supporting documents as mentioned in the RfP and this document
8	7 & 23	Eligibility Criteria & Annexure 2	Sr. No 6. Documents to be submitted by Bidder : 1. Copy of Purchase Order 2. Completion certificate with Customer Name and Address, Contact Person, Telephone Nos. Fax and e-mail Address and customer reference to be provided (or) Self-certification by bidder on status of ongoing projects	Kindly confirm whether customer-issued completion certificates, email confirmations, or equivalent documentary proof such as Invoices shall be accepted as evidence of successful execution. Justification: Customers may not issue fresh certificates for historical projects after contract closure.	Clarification: Customer issued completion certificates, email confirmations, CRAC copies shall be accepted as evidence of successful execution.
9				Kindly confirm whether completion certificates, customer email confirmations, invoices, project sign-offs or equivalent documentary proof shall be accepted as evidence of successful execution.	Clarification: Yes, completion certificates, customer email confirmations shall be accepted as evidence of successful execution.
10				Kindly clarify whether certificates used in previous tenders but evidencing the same project experience shall be accepted.	Response: Query not clear. Experience criteria shall be determined as per the terms and conditions elicited in the RfP document
11				Kindly clarify whether ongoing projects with active service delivery shall be considered eligible towards qualification criteria.	Clarification: Ongoing projects that have been successfully implemented in the last three years shall be eligible
12	7 & 23	Eligibility Criteria & Annexure 2	7. The bidder should have experience in implementation of Bulk SMS Delivery Solutions in India with average annual SMS volume more than or equal to 50 lakhs in single order.	Kindly confirm whether CA certification, traffic reports, invoices, DLR reports or customer certifications may be submitted as evidence of SMS volumes handled.	Clarification: Yes, traffic reports, invoices, DLR reports or customer certifications may also be submitted as evidence of SMS volumes handled
13	7 & 23	Eligibility Criteria & Annexure 2	Sr. No 7. Documents to be submitted by Bidder : Copy of Purchase Order /Completion certificate	We request you to accept email confirmation issued by customer in lieu of completion certificates	Clarification: A verifiable E-mail confirmation is acceptable
14				Kindly confirm whether customer email confirmations may be accepted in lieu of completion certificates.	Clarification: A verifiable E-mail confirmation is acceptable

Sr. No.	Page No.	RFP Clause	Clause Description	Query	StockHolding Remarks
15	7 & 23	Eligibility Criteria & Annexure 2	Documents to be submitted by Bidder 3. Certificate from CA mentioning annual turnover for last three financial years. 4. Certificate from CA mentioning net worth for the past three financial years.	Kindly confirm whether audited financial statements may be submitted along with CA certificates as supporting evidence.	Clarification: Yes
16	10 & 25	Turnover and Experience of Bidder (70 marks)	2. Scores : Marks assigned based on number of successful implementations. • 3 projects: 10 Marks • 4-5 Projects: 15 Marks • More than 5 Projects: 20 Marks	Kindly clarify whether previously submitted completion certificates issued for another tender but evidencing the same project shall be considered for technical evaluation.	Response: Query not clear. Experience criteria shall be determined as per the terms and conditions elicited in the RfP document
17	10 & 25	Turnover and Experience of Bidder (70 marks)	3. Scores : Marks assigned based on large-volume SMS implementation experience. • 1 project: 10 Marks • 2-3 Projects: 15 marks • More than 3 Projects: 20 Marks	Kindly confirm whether traffic proofs through CA certificates, customer certificates, invoices, self certification or DLR reports shall be accepted.	Clarification: Yes, traffic reports, invoices, DLR reports or customer certifications may also be submitted as evidence of SMS volumes handled
18	10 11 & 25 26	Turnover and Experience of Bidder (70 marks)	2.The bidder should have at least 03 (three) successful implementations in India of Bulk SMS Delivery Solutions in the last 03 (three) years as on RFP date. Valid Document: Copy of Purchase Order & Completion certificate with Customer Name and Address, Contact Person, Telephone Nos. Fax and e-mail Address (or) Self-certification by bidder on status of ongoing projects	Request confirmation whether experience of parent company offering same scope of services can be considered for qualification purposes, subject to documentary evidence and authorization.	Clarification: Yes. Relevant documents and authorization certificates need to presented.
19			3. The bidder should have experience in implementation of Bulk SMS Delivery Solutions in India with average annual SMS volume more than or equal to 50 lakhs in single order. Valid Document: Copy of Purchase Order & Completion certificate with Customer Name and Address, Contact Person, Telephone Nos. Fax and e-mail Address (or) Self-certification by bidder on status of ongoing projects		

Sr. No.	Page No.	RFP Clause	Clause Description	Query	StockHolding Remarks
20			4. Number of years of experience in providing Bulk SMS Delivery services as on the RfP Date. Valid Document: Self-declaration by the bidder on it Letter Head duly signed by the Authorized Signatory with relevant supporting documents- (PO copies)		Clarification: Yes. Relevant documents and authorization certificates need to presented.
21	10 & 25	Turnover and Experience of Bidder (70 marks)	2. Valid Document: Copy of Purchase Order & Completion certificate with Customer Name and Address, Contact Person, Telephone Nos. Fax and e-mail Address (or) Self-certification by bidder on status of ongoing projects	We request you to accept email confirmation issued by customer in lieu of completion certificates	Clarification: Verifiable Email confirmation is acceptable
22	10 11 & 25	Turnover and Experience of Bidder (70 marks)	3. The bidder should have experience in implementation of Bulk SMS Delivery Solutions in India with average annual SMS volume more than or equal to 50 lakhs in single order. Valid Document: Copy of Purchase Order & Completion certificate with Customer Name and Address, Contact Person, Telephone Nos. Fax and e-mail Address (or) Self-certification by bidder on status of ongoing projects	Kindly confirm whether supporting documents such as invoices, customer email confirmation, CA certification or self-certification supported by contractual documents may be submitted as evidence of SMS volume handled. Justification: SMS traffic volumes may not always be explicitly stated in purchase orders.	Clarification: Yes, traffic reports, invoices, DLR reports or customer certifications may also be submitted as evidence of SMS volumes handled
23	11 & 26	point 5 - Proposed Solution / Technical Presentation	The bidder is expected to address the following points in their presentation: · Delivery performance (speed, reliability, uptime) · Scalability (capacity to handle increasing volumes) · Integration support (API availability, ease of integration, reporting tools) · Compliance & security (regulatory adherence, data protection) · Customer support (availability of 24/7 technical and operational support)	In this regard, please confirm whether the presentation is required to be submitted along with the technical bid, or whether a live presentation will be conducted separately.	Clarification: Reports and evidence for performance, integration, compliance, security should be submitted along with technical bid.
24	11 & 26	Note: Bullet point 3	Different technical qualification scores appear in the RFP. (75 marks & 60 marks)	Kindly clarify the minimum technical score applicable for qualification.	Clarification: Minimum score required for Technical Qualification is 75 marks.

Sr. No.	Page No.	RFP Clause	Clause Description	Query	StockHolding Remarks
25	12 & 27	Commercial Bid Evaluation (Stage 2) & ANNEXURE - 4 - Commercial Price Bid Format	g. - The bidder with the lowest price shall be declared as L1. The quantity to be awarded shall be split equally (50-50%) amongst the L1 bidder and the next lowest bidder willing to match the L1 price.	As the estimated SMS quantity/traffic for the entire contract is expected to be approximately 4–5 Crore messages, we request the authority to kindly consider appointing one final selected bidder for managing the complete SMS traffic under the contract. Having a single selected bidder would ensure centralized traffic management, streamlined integration, consistent service levels, effective monitoring and reporting, and clear accountability for the entire volume. We therefore request the authority to kindly consider keeping a single successful bidder/vendor for the complete requirement	Response: No Change
26	13	Scope of Requirement	7. Compliance: SMS Service should have adherence to TRAI, DLT regulations and Data Privacy & Security standards (e.g. DPDP Act, IT Act etc.).	Under which Header/Sender ID category will StockHolding's SMS traffic be registered on DLT – Transactional, Service Implicit/Explicit, Promotional, or Government? Kindly confirm the category separately for OTP, transactional, informational, and promotional use cases.	Clarification: Service Implicit/Explicit, Promotional, Transactional
27				Will StockHolding provide its Principal Entity (PE) ID and DLT-approved headers/templates for integration, or will the vendor be required to assist in DLT registration and header/template approval?	Clarification: Principal Entity ID and DLT approved header/template will be provided by StockHolding.
28	13	Scope of Requirement	1. High-volume SMS delivery: SMS Service to manage Capacity to handle 200,000 SMS daily for all department/product User.	Whats would be the monthly expected traffic ??	Clarification: It is vary for month. Avarage aproximate 11.5 Lakh for month.
29				Kindly confirm the expected peak TPS/requests per second, peak-hour volume and expected distribution of SMS traffic, in addition to the stated daily volume, to enable sizing of the SMS infrastructure.	Clarification: System should manage 20-25 TPS at peak. Average daily volume aprox 15-20 Thousand SMS.

Sr. No.	Page No.	RFP Clause	Clause Description	Query	StockHolding Remarks
30	13	Scope of Requirement:	Capacity sizing requirements for SMS platform.	Please clarify whether the stated capacity of 200,000 SMS per day is the aggregate requirement across both service providers or the capacity expected from each provider. Also, in the active-active 50:50 architecture, please confirm whether each provider is required to support the full traffic load during failover of the other provider.	Clarification: SMS traffic shall be distributed equally (50:50) between the two SMS providers using an active-active architecture. In the event of a failure or unavailability of either provider, the other provider shall automatically handle 100% of the total SMS traffic until the failed provider is restored and resumes normal operations. Both providers must have sufficient capacity and throughput to support the full SMS volume independently during failover, without compromising agreed delivery latency, success rates, or SLA commitments. Upon restoration of the failed provider, traffic shall automatically return to the agreed 50:50 distribution, subject to successful health checks and service stability.
31				Kindly clarify whether this represents average daily traffic, peak daily traffic or infrastructure sizing requirement.	Clarification: Infrastructure sizing requirement.
32	13	Scope of Requirement:	Capacity sizing requirements for SMS platform.	Kindly provide expected peak TPS requirement for infrastructure sizing.	Clarification: System should manage 20-25 TPS at peak.
33	13	Scope of Requirement:	2. Multi-use case support: 3. SMS Service cater the communications like OTP SMS, transactional SMS, informational/informative SMS, and promotional SMS etc.	Please confirm whether the scope is limited to outbound SMS delivery, or whether any inbound/MO SMS handling, two-way communication, keyword handling or MO-to-API delivery is also required.	Clarification: Outbound SMS delivery.
34				Kindly provide traffic split across OTP, Transactional, Informational and Promotional SMS categories.	Clarification: Currently not available
35				Kindly provide annual and monthly traffic bifurcation for OTP, Transactional, Informational and Promotional SMS categories to enable accurate commercial estimation and capacity planning.	Clarification: Currently not available.
36	13	Scope of Requirement:	4. Integration capabilities: SMS Service should be integrated with different internal Services, APIs, Websites, Web Portal, dashboards, and reporting tools for seamless connectivity. 5. Scalability: SMS Service Infrastructure to support future growth in customer base and message volume.	Please provide the indicative list/number of internal applications, APIs, portals and reporting interfaces to be integrated, along with the expected peak throughput/TPS. This will help define the integration and capacity scope accurately.	Clarification: Vendor SMS service will be integrated through single wrapper API system at Stock Holding side. Configuration for each product/application to send SMS will be configured at Vendor's Administration portal.

Sr. No.	Page No.	RFP Clause	Clause Description	Query	StockHolding Remarks
37				Kindly provide the expected number of applications, APIs, websites and portals requiring integration.	Clarification: Vendor SMS service will be integrated through single wrapper API system at Stock Holding side. Configuration for each product/application to send SMS will be configred at Vendor's Administration portal.
38	13	Scope of Requirement:	6. Reliability: SMS Service to provide 99.9% uptime and instant delivery for time sensitive messages.	Kindly define "instant delivery" and the measurement methodology.	Clarification: SMS delivery on receiver mobile number should be quick. Time to be calculated from the request sent to SMS Provider to Actual SMS delivery on mobile number.
39	13	Additional Technical Requirements: point 1. Monitoring & Observability:	i. Implement a comprehensive monitoring system that tracks: a) Real-time and historical request-response data b) Delivery success rates and failure patterns c) Latency metrics and throughput i. Ensure visibility across all endpoints, including API usage, authentication attempts, and SMS traffic. ii. SMS Service to provide dashboard to Department-wise Users to set Daily Limit for SMS for their respective department-user, Reports etc.	Kindly clarify whether the monitoring dashboard, department-wise user management and daily-limit configuration are expected to be provided natively by the SMS provider or whether StockHolding will consume APIs/reports and implement the dashboard in its intermediate wrapper.	Clarification: Vendor should provide this.
40				Please clarify whether the department-wise dashboard, user management, daily-limit configuration, reporting and monitoring portal are to be developed/provided by the SMS service provider, or whether StockHolding will provide these capabilities through its own portal/wrapper.	Clarification: Vendor should provide this.
41				Kindly specify historical data retention requirements for dashboards and reports.	Clarification: 8 years
42				Kindly provide expected number of department-wise users, administrators and business users.	Clarification: 12 to 15

Sr. No.	Page No.	RFP Clause	Clause Description	Query	StockHolding Remarks
43	13	Additional Technical Requirements: point 2. Alerting & Incident Response:	i. Establish an automated alert mechanism to detect and notify a) Sudden spikes or drops in SMS request volume b) Delays or failures in SMS delivery c) Unauthorized access attempts or blocked IP activity d) API abuse or unusual traffic patterns e) Daily Limit for SMS Sending should be reported with utilization exceeding 70%, 80%, 90% and limit is crossed.	Kindly confirm the required alert channels (email/SMS/dashboard/other) and whether thresholds and recipient contacts are required to be configurable independently for each department/user.	Clarification: Email, SMS Dashboard WhatsApp Message and Automated Calls for critical incident alert.
44	13	Additional Technical Requirements: point 2. Alerting & Incident Response:	ii. Alerts should be configurable and sent to designated contacts at both the provider and configured Department-wise Users at consumer ends.	Kindly clarify whether alert recipients and escalation hierarchy will be defined by StockHolding.	Clarification: Yes, this will be provided by StockHolding.
45	13 & 16	Scope of Requirement and Service Level Agreement (SLA) and Penalty	2. Multi-use case support: 3. SMS Service cater the communications like OTP SMS, transactional SMS, informational/informative SMS, and promotional SMS etc. And 4. Compliance Obligations i. Provider must comply with TRAI/DLT regulations, including template and header approvals.	Please clarify the responsibility matrix for sender/header registration, DLT template creation/approval, content/template management and any related configuration. Please also confirm whether StockHolding will provide the required DLT-approved headers/templates or whether these activities are part of the vendor's scope.	Clarification: This will be provided by StockHolding.
46	13 & 14	Additional Technical Requirements: point 3. Threat Detection & Mitigation:	i. Deploy systems to detect and restrict malicious activity, including: a) Bot-driven or scripted abuse b) SMS flooding or spamming attempts c) Repeated failed authentication or access attempts ii. Implement real-time blocking of suspicious IPs, tokens, or accounts. iii. Implement blocking of SMS sending if daily limit crosses.	Kindly clarify which threat-detection and blocking controls are expected to be implemented by the SMS provider versus StockHolding's Intermediate Wrapper, particularly for IP/token/account-level blocking and traffic anomaly detection.	Clarification: All mentioned in requirement should be implemented by vendor

Sr. No.	Page No.	RFP Clause	Clause Description	Query	StockHolding Remarks
47				Please clarify which of these controls are expected to be implemented by the SMS service provider versus the StockHolding wrapper/platform. If they are in vendor scope, please provide the required integration mechanism and expected alert/blocking interfaces.	Clarification: All mentioned in requirement should be implemented by vendor
48				Kindly clarify whether integration with StockHolding SIEM/SOC systems will be required.	Clarification: No direct integration with SOC.
49	14	Additional Technical Requirements: point 3. Threat Detection & Mitigation:	iii. Implement blocking of SMS sending if daily limit crosses.	In this regard, we would like to confirm whether, if we implement this feature in our system, the SMS blocked due to the daily limit being exceeded will be excluded from the SLA performance calculation. Also, please confirm whether this requirement is applicable to OTP and transactional SMS as well. Also, like to confirm that we will drop the SMS received the after the daily Limit. Kindly provide confirmation on the same.	Clarification: If the daily limit crossed then SMS sending should be blocked for all kind of SMS. No Charges should be applied on blocked SMS.
50				Kindly clarify whether override rights and threshold management will be controlled by StockHolding administrators.	Clarification: Daily SMS Sending will be configured from StockHolding side and validated and implemented by SMS vendor.
51	14	Additional Technical Requirements: point 4. Security & Access Control:	i. Enforce strong authentication and authorization for all API access. ii. Use secure protocols (HTTPS, TLS) for all communications. iii. Rotate API keys and credentials periodically and upon any breach	Kindly confirm the required authentication mechanism (API key/token/SMPP credentials/mTLS etc.), IP whitelisting requirements and expected credential-rotation frequency	Clarification: API Key. IP whitelisting required, Credentials to be updated in 180 days frequency
52				Kindly clarify authentication requirements, password policy, rotation frequency and SSO/SAML requirements.	Clarification: API Key. IP whitelisting required, Credentials to be updated in 180 days frequency

Sr. No.	Page No.	RFP Clause	Clause Description	Query	StockHolding Remarks
53	14	Additional Technical Requirements: point 5. Logging & Audit Trails:	i. Detailed, tamper-proof logs retained for at least 90 days. ii. Maintain detailed logs of: a) All incoming and outgoing SMS requests b) IP addresses, timestamps (with millisecond precision), and request metadata c) Retain logs for a minimum of 90 days for audit and forensic purposes.	Kindly define the mandatory log fields, retention period, export/access requirements and whether tamper-proof/WORM storage and millisecond-level timestamps are required at the SMS provider end or can be maintained by StockHolding's wrapper/SIEM.	Clarification: SMS Transaction Log can contain : Message_ID : Unique ID for each SMS transaction generated by your application. SMS_Text : SMS text Correlation_ID : Links the request, retries, vendor responses, and DLR events. Timestamp_Received : Date/time the SMS request reaches your application. Timestamp_Accepted : Time the request is accepted for processing.
54				Please clarify whether the vendor is required to retain these logs within the SMS platform and provide access/export to StockHolding, or whether StockHolding's wrapper will maintain the master audit logs. Also, please confirm the expected log access/reporting mechanism.	Clarification: The vendor is required to retain these logs within the SMS platform and provide access/export to StockHolding
55				Kindly clarify whether archival beyond 90 days is required and whether it is in bidder scope.	Clarification: Yes this is in scope with Vendor
56	14	Additional Technical Requirements: point 5. Logging & Audit Trails:	ii. Maintain detailed logs of: a) All incoming and outgoing SMS requests	In this regard, we understand that we are required to record incoming SMS requests received to OneXtel's platform and outgoing SMS requests submitted by OneXtel to the respective telecom operators.	Clarification: Yes
57	14	Additional Technical Requirements: point 6. Performance & SLA Compliance:	i. Monitor and report on SLA metrics such as: a) Delivery time thresholds b) Uptime and availability c) Error rates and retry mechanisms ii. Share periodic performance reports with the service consumer.	Kindly clarify the methodology for measuring delivery latency, error rates and retries, including whether measurements will be taken from API request acceptance to telecom DLR and whether third-party telecom/operator delays are excluded from the SLA calculation.	Clarification: Delivery Latency: The delivery time shall be measured from the moment the SMS request is submitted to the SMS provider until the SMS is successfully delivered to the recipient's mobile number, as confirmed by the Delivery Receipt (DLR). Failure and Delay Management: Any failure or delay attributable to the telecom operator or downstream delivery network shall be promptly identified, investigated, and resolved by the vendor in coordination with the relevant telecom operator. The vendor shall proactively monitor delivery performance and provide timely updates on the issue, its cause, and the corrective actions taken.
58				Please clarify the expected retry mechanism and delivery-status interface, including whether the vendor is required to provide real-time delivery status/DLR callbacks or APIs to StockHolding, and the expected retention/access period for delivery records.	Clarification: Vendor is expected to provide real time delivery status on dashboard. Retention/Access period of delivery record 8 years

Sr. No.	Page No.	RFP Clause	Clause Description	Query	StockHolding Remarks
59	14	Additional Technical Requirements: point 8. Department-wise User Configuration:	i. Segregated SMS sending by department/product with daily limits and reporting. ii. Department-wise user can monitor and manage their SMS sending activity. iii. In Monthly Bill, it should be mentioned for department-wise SMS count. Count will be included with Success, Failed, Error SMS. iv. Monitoring, Alerting, incident reporting should be available to Department wise user which are configured for SMS services.	Kindly share the expected reporting and reconciliation format.	Clarification: All reporting should be provided on SMS provider's online dashboard.
60	15	Technical implementation for SMS Service with SMS Service Provider Vendor	To ensure reliable and scalable communication, we propose implementing an inhouse intermediate wrapper system, a web API will be developed by StockHolding team that will manage all SMS traffic between Stockholding Corporation of India Limited and its vendor partners.	Kindly confirm the expected timeline for development/readiness of the intermediate wrapper. Will vendor integration and UAT happen with this wrapper, or directly with StockHolding's systems in the interim?	Clarification: The SMS services of the selected vendor(s) will be integrated through a common Wrapper API developed and managed by StockHolding. StockHolding will be responsible for the design and development of the Wrapper API, enabling integration with the selected SMS vendor(s). User Acceptance Testing (UAT) will be conducted on the Wrapper API service to validate functionality, integration, failover, and compliance with the agreed requirements. The UAT schedule and overall implementation timeline will be mutually agreed upon and confirmed with the selected vendor(s).
61				Kindly clarify the complete technical architecture and integration flow of the proposed intermediate wrapper system, including the interfaces between StockHolding, the wrapper/API, and the selected SMS vendor. Kindly confirm whether the intermediate wrapper/API will be developed, hosted, maintained, and supported entirely by StockHolding, and the selected vendor will only be required to integrate with the API.	Clarification: The SMS services of the selected vendor(s) will be integrated through a common Wrapper API developed and managed by StockHolding. StockHolding will be responsible for the design and development of the Wrapper API, enabling integration with the selected SMS vendor(s). User Acceptance Testing (UAT) will be conducted on the Wrapper API service to validate functionality, integration, failover, and compliance with the agreed requirements. The UAT schedule and overall implementation timeline will be mutually agreed upon and confirmed with the selected vendor(s).

Sr. No.	Page No.	RFP Clause	Clause Description	Query	StockHolding Remarks
62				In this regard, please confirm who will be responsible for developing the in-house intermediate wrapper system—StockHolding Corporation of India Limited or the bidder? In case the development of the system is to be undertaken by the bidder, please clarify whether it will be the responsibility of the L1 bidder or the L2 bidder.	Clarification: The SMS services of the selected vendor(s) will be integrated through a common Wrapper API developed and managed by StockHolding. StockHolding will be responsible for the design and development of the Wrapper API, enabling integration with the selected SMS vendor(s). User Acceptance Testing (UAT) will be conducted on the Wrapper API service to validate functionality, integration, failover, and compliance with the agreed requirements. The UAT schedule and overall implementation timeline will be mutually agreed upon and confirmed with the selected vendor(s).
63				Kindly confirm that the Intermediate Wrapper will be designed, developed, hosted and maintained by StockHolding, and the selected SMS provider will only expose/connect its SMS APIs/services to the wrapper. Please also clarify the bidder's responsibilities towards wrapper-level integration and troubleshooting.	Clarification: The SMS services of the selected vendor(s) will be integrated through a common Wrapper API developed and managed by StockHolding. StockHolding will be responsible for the design and development of the Wrapper API, enabling integration with the selected SMS vendor(s). User Acceptance Testing (UAT) will be conducted on the Wrapper API service to validate functionality, integration, failover, and compliance with the agreed requirements. The UAT schedule and overall implementation timeline will be mutually agreed upon and confirmed with the selected vendor(s).
64				Since the intermediate wrapper is to be developed by StockHolding, please clarify the vendor's exact scope at the integration layer, including API/interface provisioning, API documentation, authentication, IP whitelisting, configuration, integration support and end-to-end testing.	Clarification: The SMS services of the selected vendor(s) will be integrated through a common Wrapper API developed and managed by StockHolding. StockHolding will be responsible for the design and development of the Wrapper API, enabling integration with the selected SMS vendor(s). User Acceptance Testing (UAT) will be conducted on the Wrapper API service to validate functionality, integration, failover, and compliance with the agreed requirements. The UAT schedule and overall implementation timeline will be mutually agreed upon and confirmed with the selected vendor(s).

Sr. No.	Page No.	RFP Clause	Clause Description	Query	StockHolding Remarks
65	15			Please clarify whether the SMS service is expected to be provided as a cloud-hosted managed service/API, or whether any vendor component is required to be deployed within StockHolding's premises/private infrastructure. If on-premise deployment is required, please provide the applicable infrastructure and deployment requirements.	Clarification: The SMS services of the selected vendor(s) will be integrated through a common Wrapper API developed and managed by StockHolding. StockHolding will be responsible for the design and development of the Wrapper API, enabling integration with the selected SMS vendor(s). User Acceptance Testing (UAT) will be conducted on the Wrapper API service to validate functionality, integration, failover, and compliance with the agreed requirements. The UAT schedule and overall implementation timeline will be mutually agreed upon and confirmed with the selected vendor(s).
66				Kindly confirm that design, hosting, maintenance, security and support of the wrapper shall remain under StockHolding's responsibility.	Clarification: The SMS services of the selected vendor(s) will be integrated through a common Wrapper API developed and managed by StockHolding. StockHolding will be responsible for the design and development of the Wrapper API, enabling integration with the selected SMS vendor(s). User Acceptance Testing (UAT) will be conducted on the Wrapper API service to validate functionality, integration, failover, and compliance with the agreed requirements. The UAT schedule and overall implementation timeline will be mutually agreed upon and confirmed with the selected vendor(s).
67				Kindly clarify whether hosting infrastructure, monitoring, DR setup, OS/Database management and support for the middleware shall be the responsibility of StockHolding or the selected SMS providers.	Clarification: The SMS services of the selected vendor(s) will be integrated through a common Wrapper API developed and managed by StockHolding. StockHolding will be responsible for the design and development of the Wrapper API, enabling integration with the selected SMS vendor(s). User Acceptance Testing (UAT) will be conducted on the Wrapper API service to validate functionality, integration, failover, and compliance with the agreed requirements. The UAT schedule and overall implementation timeline will be mutually agreed upon and confirmed with the selected vendor(s).
68	15	Technical implementation for SMS Service with SMS Service Provider Vendor	Wrapper to distribute SMS traffic between two providers in an active-active configuration, with 50%-50% SMS traffic.	Kindly clarify whether the 50:50 distribution will be strictly static or dynamically adjusted based on provider health, latency and delivery performance. In case one provider becomes unavailable, should the wrapper automatically route 100% traffic to the available provider?	Clarification: 50:50 distribution will be configurable and will be adjusted based on performance of SMS providers

Sr. No.	Page No.	RFP Clause	Clause Description	Query	StockHolding Remarks
69	15			Please confirm whether the selected SMS service provider is expected to provide any development/configuration within the StockHolding wrapper, or only expose and support the SMS API/service endpoint required for integration with the wrapper.	Clarification: Only expose and support the SMS API/service endpoint required for integration with the wrapper.
70				Kindly clarify whether traffic distribution shall remain fixed at 50:50 for the contract duration.	Clarification: In the event of a failure or unavailability of either provider, the other provider shall automatically handle 100% of the total SMS traffic until the failed provider is restored and resumes normal operations. Both providers must have sufficient capacity and throughput to support the full SMS volume independently during failover, without compromising agreed delivery latency, success rates, or SLA commitments. Upon restoration of the failed provider, traffic shall automatically return to the agreed 50:50 distribution, subject to successful health checks and service stability."
71				Kindly confirm whether vendors are expected to support 100% traffic during failover scenarios.	Clarification: In the event of a failure or unavailability of either provider, the other provider shall automatically handle 100% of the total SMS traffic until the failed provider is restored and resumes normal operations. Both providers must have sufficient capacity and throughput to support the full SMS volume independently during failover, without compromising agreed delivery latency, success rates, or SLA commitments. Upon restoration of the failed provider, traffic shall automatically return to the agreed 50:50 distribution, subject to successful health checks and service stability."
72				Kindly clarify the expected failover switch-over and recovery timelines.	Clarification: In the event of a failure or unavailability of either provider, the other provider shall automatically handle 100% of the total SMS traffic until the failed provider is restored and resumes normal operations. Both providers must have sufficient capacity and throughput to support the full SMS volume independently during failover, without compromising agreed delivery latency, success rates, or SLA commitments. Upon restoration of the failed provider, traffic shall automatically return to the agreed 50:50 distribution, subject to successful health checks and service stability."
73	15	Technical implementation for SMS Service with SMS Service Provider Vendor	Multi-provider architecture and routing design.	Kindly confirm whether DLT headers, templates and scrubbing configurations will be maintained separately for both vendors.	Clarification: DLT headers, templates will be same

Sr. No.	Page No.	RFP Clause	Clause Description	Query	StockHolding Remarks
74	15	Technical implementation for SMS Service with SMS Service Provider Vendor	Delivery remains uninterrupted even if one provider faces downtime.	Kindly clarify how provider failover will be measured and attributed, and whether downtime/failure of the other SMS provider, StockHolding's wrapper, internal systems or telecom operators will be excluded from the selected provider's SLA.	Clarification: In the event of a failure or unavailability of either provider, the other provider shall automatically handle 100% of the total SMS traffic until the failed provider is restored and resumes normal operations. Both providers must have sufficient capacity and throughput to support the full SMS volume independently during failover, without compromising agreed delivery latency, success rates, or SLA commitments. Upon restoration of the failed provider, traffic shall automatically return to the agreed 50:50 distribution, subject to successful health checks and service stability."
75	16	Service Level Agreement (SLA) and Penalty	1. Project Deliverables/Implementation Timelines & penalties i. Service Initiation: SMS service implementation must commence within 7 calendar days from the date of contract execution. ii. Completion Deadline: Full implementation, including integration, testing, and go live, must be completed within 60 calendar days from the contract execution date.	Kindly confirm that the implementation timeline will commence upon receipt of all required technical specifications, API access, DLT credentials/approvals, test numbers and other dependencies from StockHolding.	Clarification: Yes
76				Please clarify the client-side prerequisites/dependencies required for implementation, such as API specifications for the StockHolding wrapper, credentials, IP whitelisting, test environment/data, DLT details and UAT availability. Please confirm that the implementation timeline will be aligned with completion of such client dependencies.	Clarification: Yes
77				Kindly confirm that delays attributable to customer dependencies such as firewall whitelisting, API readiness, DLT approvals, testing and UAT approvals shall be excluded from implementation timelines.	Clarification: Yes
78	16	Service Level Agreement (SLA) and Penalty	1. Project Deliverables/Implementation Timelines & penalties iv. Delay beyond stipulated timelines will attract a penalty of 0.5% of the monthly service fee per week of delay, capped at 5% of the total contract value.	Penalty of 0.5% of the monthly service fee per week of delay, capped at 5% of the total contract value is to high.	Response: No change

Sr. No.	Page No.	RFP Clause	Clause Description	Query	StockHolding Remarks
79	16	Service Level Agreement (SLA) and Penalty	2. Service Availability i. Provider shall ensure 99.9% monthly uptime for SMS delivery services. ii. Any downtime exceeding 0.1% per month will trigger service credits. 3. Delivery Performance i. Transactional SMS (e.g., OTPs, alerts): 95% delivered within 10 seconds. ii. Promotional SMS: 95% delivered within 60 seconds. iii. Delivery Success Rate: Minimum 98% across all traffic.	Kindly clarify the measurement point and exclusions for these SLAs, particularly whether the 10/60-second delivery commitment is measured from provider API acceptance to DLR receipt and excludes telecom/operator, DLT filtering, handset/network and StockHolding-side delays.	Clarification: The delivery time shall be measured from the moment the SMS request is submitted to the SMS provider until the SMS is successfully delivered to the recipient's mobile number, as confirmed by the Delivery Receipt (DLR). Failure and Delay Management: Any failure or delay attributable to the telecom operator or downstream delivery network shall be promptly identified, investigated, and resolved by the vendor in coordination with the relevant telecom operator. The vendor shall proactively monitor delivery performance and provide timely updates on the issue, its cause, and the corrective actions taken.
80				We request you to exclude events beyond bidder's control from SLA calculations including but not limited to invalid mobile numbers, DND restrictions, handset switched-off conditions, customer-originated delays, receiving operator/network issues, force majeure events and regulatory restrictions.	Clarification: OK
81				Kindly clarify uptime calculation methodology and applicable exclusions.	Clarification: $\text{Uptime (\%)} = \left[\frac{\text{Total Minutes in Measurement Period} - \text{Qualifying Downtime Minutes}}{\text{Total Minutes in Measurement Period}} \right] \times 100$
82				Kindly clarify service credit calculation methodology and maximum cap applicable.	Clarification: Any downtime exceeding 0.1% per month will trigger service credits. When the provider fails to meet the agreed service-level agreement (SLA), such as exceeding the permitted downtime. Instead of paying the full monthly service charge, StockHolding receives a deduction or credit against the bill for the next billing cycle. Maximum cap is 5 %
83				Kindly clarify whether delivery measurement shall be based on API submission, gateway acceptance, operator handoff or handset delivery.	Clarification: Yes
84				Kindly clarify the source of truth for delivery-time measurement.	Clarification: The delivery time shall be measured from the moment the SMS request is submitted to the SMS provider until the SMS is successfully delivered to the recipient's mobile number, as confirmed by the Delivery Receipt (DLR).

Sr. No.	Page No.	RFP Clause	Clause Description	Query	StockHolding Remarks
85				Kindly confirm whether DND, invalid subscribers, unreachable users, switched-off handsets, operator rejections and regulatory restrictions shall be excluded from SLA calculation.	Clarification: Ok
86				Kindly confirm that SLA calculations and penalties shall exclude failures or delays arising from customer-side issues, telecom operator/network dependencies, DLT scrubbing/rejections, invalid subscribers, handset-related conditions, regulatory restrictions and force majeure events, as these are beyond the control of the SMS service provider.	Clarification: Validated from the service logs.
87	16	Service Level Agreement (SLA) and Penalty	4. Compliance Obligations i. Provider must comply with TRAI/DLT regulations, including template and header approvals. ii. Provider must adhere to DPDP Act, 2023 requirements for data privacy and security. iii. Non-compliance may result in immediate suspension or termination of contract. 5. Monitoring & Reporting i. Provider shall furnish monthly SLA compliance reports covering delivery rates, latency, uptime, and error logs. ii. Real-time dashboards must be available for client monitoring.	Kindly confirm the specific security/privacy certifications, audit reports, data residency and compliance evidence expected from the bidder. Also clarify whether the real-time dashboard can be provided through the provider portal/API or must be integrated into StockHolding's own monitoring platform.	Clarification: The real-time dashboard can be provided through the provider portal
88				Please clarify the measurement methodology and start/end points for these SLA metrics. In particular, please confirm whether delivery-time SLA is measured from the time the vendor accepts the request to the time of operator delivery/DLR, and how telecom/operator/network-related delays and unreachable numbers are treated.	Clarification: The delivery time shall be measured from the moment the SMS request is submitted to the SMS provider until the SMS is successfully delivered to the recipient's mobile number, as confirmed by the Delivery Receipt (DLR).
89				Kindly clarify ownership and responsibility for DLT Headers, Templates, Consent Registries and related registrations.	Clarification: StockHolding will manage DLT headers, templates, Consent Registries

Sr. No.	Page No.	RFP Clause	Clause Description	Query	StockHolding Remarks
90				Kindly clarify whether data localization, privacy audit, DPA execution or data residency requirements are applicable.	Clarification: The vendor shall clarify and confirm compliance with all applicable data protection, privacy, data localization, and data residency requirements under relevant Indian laws and regulations.
91	16	Service Level Agreement (SLA) and Penalty	5. Monitoring & Reporting i. Provider shall furnish monthly SLA compliance reports covering delivery rates, latency, uptime, and error logs. ii. Real-time dashboards must be available for client monitoring.	Kindly clarify whether dashboard access is required for all department users or only designated administrators.	Clarification: All department user
92	16 & 17	Service Level Agreement (SLA) and Penalty	6. Penalties & Remedies i. Delivery Failures: If success rate falls below SLA, a penalty of 2% of monthly billing will apply. ii. Downtime Breach: For every hour of downtime beyond SLA, service credits equal to 5% of monthly charges will be issued. iii. Delayed Delivery (Transactional SMS): If >15% of OTPs exceed 10 seconds, penalty of ₹5,000 per incident. iv. Compliance Breach: Any violation of TRAI/DLT or DPDP Act will result in contract termination and liability for regulatory fines. v. Security Breach: Unauthorized access or data leakage will trigger indemnification and penalties as per severity.	Kindly clarify whether the stated penalties are cumulative, the maximum aggregate penalty/service-credit cap applicable in a billing period, and the exclusions for events outside the provider's control, including telecom/operator failures, DLT issues and StockHolding-side/integration failures.	Clarification: Penalties shall be as per the provisions of the RfP. Maximum applicable penalty shall be capped at 10% of the contract value.
93				Kindly clarify the methodology for measuring delayed delivery of OTP/Transactional SMS and confirm applicability only for failures attributable to the bidder's systems and network. Justification: Performance measurement should be limited to parameters under bidder control.	Clarification: The delivery time shall be measured from the moment the SMS request is submitted to the SMS provider until the SMS is successfully delivered to the recipient's mobile number, as confirmed by the Delivery Receipt (DLR).

Sr. No.	Page No.	RFP Clause	Clause Description	Query	StockHolding Remarks
94				Kindly confirm applicability only to failures attributable to the bidder environment and not telecom operators or other external dependencies.	Clarification: Any failure or delay attributable to the telecom operator or downstream delivery network shall be promptly identified, investigated, and resolved by the vendor in coordination with the relevant telecom operator. The vendor shall proactively monitor delivery performance and provide timely updates on the issue, its cause, and the corrective actions taken.
95				Kindly clarify whether cumulative penalties and service credits are capped and specify the maximum liability.	Clarification: Maximum applicable penalty shall be capped at 10% of the contract value.
96				Kindly define the term "incident" and specify the measurement period for determining penalty applicability.	Clarification: Mentioned in specification.
97	17	Service Level Agreement (SLA) and Penalty	7. Escalation & Resolution i. Critical issues must be acknowledged within 30 minutes and resolved within 2 hours. ii. Escalation matrix with designated contacts must be maintained.	Kindly clarify the applicable severity definitions and whether the 2-hour resolution SLA applies only to incidents within the bidder's controllable infrastructure, with resolution timelines for third-party telecom/operator or external dependency issues governed by the agreed escalation process.	Clarification: Medium Sevirity Delivery Failures Downtime Breach High Sevirity Delayed Delivery (Transactional SMS) Critical Sevirity Compliance Breach Security Breach Any failure or delay attributable to the telecom operator or downstream delivery network shall be promptly identified, investigated, and resolved by the vendor in coordination with the relevant telecom operator. The vendor shall proactively monitor delivery performance and provide timely updates on the issue, its cause, and the corrective actions taken.

Sr. No.	Page No.	RFP Clause	Clause Description	Query	StockHolding Remarks
98				Kindly clarify incident severity definitions and exclusions for external dependencies and operator-related issues.	Clarification: Medium Sevirity Delivery Failures Downtime Breach High Sevirity Delayed Delivery (Transactional SMS) Critical Sevirity Compliance Breach Security Breach Any failure or delay attributable to the telecom operator or downstream delivery network shall be promptly identified, investigated, and resolved by the vendor in coordination with the relevant telecom operator. The vendor shall proactively monitor delivery performance and provide timely updates on the issue, its cause, and the corrective actions taken.
99	17	Service Level Agreement (SLA) and Penalty - point 7. Escalation & Resolution	i. Critical issues must be acknowledged within 30 minutes and resolved within 2 hours.	In this we request you to kindly increase the resolution time and change the requirement to: Critical issues must be acknowledged within 30 minutes and resolved within 2- 4 hours based on the criticality	Response : No change
100	17	Service Level Agreement (SLA) and Penalty	8. Termination Clause i. Repeated SLA breaches (3 consecutive months) or major compliance violations give the StockHolding corporation of India Limited the right to terminate the contract without penalty.	Kindly clarify whether cumulative penalties are capped at 10% of contract value and whether any cure period will be provided prior to termination.	Clarification : this is subject to incident
101	17	Terms and Conditions A. Payment:	Monthly payments shall be calculated based on the actual number of SMS messages delivered, at the agreed SMS rate, and duly validated and certified by StockHolding's authorized officials.	Kindly clarify the billing unit and treatment of multi-part/segmented SMS, failed SMS, duplicate/retried messages and DLR statuses, and confirm whether billing will be based on successful DLRs only or all accepted SMS requests.	Clarification: Billing will be based on successful DLRs only or all accepted SMS requests.
102				Kindly clarify whether billing shall be based on Submitted, Accepted, Delivered or DLR-confirmed messages.	Clarification: Deliverd and DLR-Confirmed
103				Kindly clarify treatment of DND-rejected, invalid, failed, expired and operator-rejected SMS for billing purposes.	Clarification: Out of scope
104				Kindly clarify payment timelines from invoice submission and acceptance.	Clarification: Generally, payments shall be generally be released within 30 days upon the submission of invoice and verification of the same by StockHolding officials

Sr. No.	Page No.	RFP Clause	Clause Description	Query	StockHolding Remarks
105				Kindly confirm whether undisputed invoices shall be paid within 30 days from invoice receipt.	Clarification: Generally, payments shall be generally be released within 30 days upon the submission of invoice and verification of the same by StockHolding officials
106				Kindly clarify the process for reconciliation and dispute resolution in case of variance between bidder and customer records.	Clarification: The arbitration shall be conducted in accordance with the provisions of the Arbitration and conciliation Act, 1996(26 of 1996) or any statutory modifications or re-enactment thereof and the rules made thereunder and for the time being in force shall apply to the arbitration proceeding under this clause failing which the matter shall be settled as per the provisions of this RfP
107	17	Terms and Conditions B. Taxes & levies:	b. Taxes/GST as applicable	Kindly confirm that GST shall be payable over and above quoted prices and any statutory revisions shall be reimbursable.	Clarification: All inclusive Prices are to be quoted as per the financial bid attached at Annexure-4 provisions of GeM portal
108	17 & 18	Performance Bank Guarantee	Successful bidder is required to submit a PBG equal to 5% of Contract Value.	Kindly clarify the basis for determining Contract Value for PBG calculation.	Clarification: As per Company Policy
109			This Bank Guarantee shall be valid up to 60 days beyond the completion of the contract period and claim period shall be valid 12 months beyond the expiry of BG.	Kindly clarify whether the claim period may be reduced considering the nature of SMS delivery services.	Response: No change
110			No payment will be due to the successful bidder based on performance, until the BG is submitted and confirmation from the issuer is received.	Kindly clarify whether invoice processing may commence while PBG verification is under process.	Clarification: No
111	18	Force Majeure	Force Majeure	Kindly include pandemic.	Clarification: It includes pandemic by default
112	19	Sub-Contracting	The selected service provider/ vender shall not subcontract or permit anyone other than its personnel to perform any of the work, service or other performance required under this project.	Kindly clarify whether telecom operators, DLT providers, cloud service providers and infrastructure partners are exempt from this restriction.	Clarification: No, subcontracting is not permitted.
113	19	Indemnify	Indemnify	kindly agree to include Bidder's Indemnity .	Response: No Change
114	19	Termination of contract for convenience	StockHolding reserves the right to terminate the contract, in whole or in part, at any time and for its convenience, during the contract period, by providing 90 days' prior written notice.	Kindly confirm that payment for all undisputed services rendered until the termination date shall remain payable.	Clarification: Payments for all undisputed services rendered until the termination date shall remain payable after incorporating all penlties/ other payables to StockHolding.

Sr. No.	Page No.	RFP Clause	Clause Description	Query	StockHolding Remarks
115	20	Termination Clause	1. StockHolding reserves right to terminate the contract by giving 90 days prior written notice in advance against any of the following conditions – a. If penalty amount is equal to or more than 10% of total contract value; during the Termination notice period successful bidder must adhere to all the conditions mentioned in the 'Exit Management' clause. b. If at any point of time, the services of bidders are found to be non-satisfactory;	Kindly provide a cure period of 30 days in case the performance is non-satisfactory to allow the Service Provider a reasonable opportunity to identify and rectify any performance deficiencies before termination.	Response: No change
116	20	Termination Clause	2. Notwithstanding the above, StockHolding may at any time terminate the Contract by giving Notice to the successful bidder if the successful bidder becomes bankrupt or otherwise insolvent. In such event, termination will be without compensation to the successful bidder, provided that such termination will not prejudice or affect any right of action or remedy that has accrued or will accrue thereafter to StockHolding.	Kindly make the termination mutual as we are also entitled for certain rights in the event of insolvency and dissolution.	Response: No Change
117	20	Exit Management	b. Plan: An Exit Management Plan, provided in writing by the Bidder to the StockHolding within 60 days of the acceptance of the Purchase Order/Contract, will outline the Bidder's support during the termination or expiration of the contract, along with the company's exit strategy. Following this, the exit plan must be reviewed and updated annually.	Kindly clarify the expected scope of transition support, migration activities and knowledge transfer requirements.	Clarification: The vendor shall provide a structured exit management plan covering transition support, migration of relevant data and configurations, knowledge transfer, technical documentation, and secure handover of records and access. The plan shall define activities, responsibilities, timelines, and deliverables to ensure uninterrupted service continuity. The vendor shall confirm the transition support period, associated costs, and any dependencies or limitations.

Sr. No.	Page No.	RFP Clause	Clause Description	Query	StockHolding Remarks
118	20	Exit Management	f. Confidential Information, Security and Data: The Bidder will promptly on the commencement of the exit management period supply to StockHolding the following: - Information relating to the current services rendered. - Documentation relating to Project's Intellectual Property Rights. - Project Data and Confidential Information. - All current and updated project data as is reasonably required for purposes of transitioning the services to its Replacement Bidder in a readily available format specified by StockHolding.	Kindly clarify ownership, format and retention requirements for SMS logs, DLRs, audit records and MIS reports.	Clarification: All SMS logs, DLRs, audit records, and MIS reports related to StockHolding shall remain the property of StockHolding. The vendor shall specify the available formats, access mechanisms, and retention periods, ensuring compliance with applicable regulatory requirements and StockHolding's policies. Records shall be retrievable in commonly usable formats for audit, reconciliation, and SLA monitoring. The vendor shall also ensure secure data handover and deletion upon contract exit, subject to applicable retention obligations.
119	27	ANNEXURE - 4 - Commercial Price Bid Format	Operational/ Service cost/ Transaction cost inclusive of Implementation Charges	Kindly clarify whether integration, customization, dashboard development, training and support costs may be charged separately.	Clarification: No. Quoted price should be all inclusive
120	27	ANNEXURE - 4 - Commercial Price Bid Format	Estimated Quantity of SMS per year - 1,38,00,000	Kindly confirm whether the estimated volume is indicative or represents a minimum committed volume.	Clarification: The estimated volume is indicative and based upon past usage.
121	27	ANNEXURE - 4 - Commercial Price Bid Format	e Average Annual volume of SMS is expected to be approx. 138 Lakhs whereas monthly average volume of SMS is expected to vary across months.	Kindly provide historical month-wise SMS consumption for the last 12 months.	Clarification: Indicated quantity as mentioned in the RfP is to be considered
122				Kindly provide detailed traffic bifurcation including Domestic traffic split by OTP, Transactional, Service Implicit, Service Explicit and Promotional SMS as well as International traffic split by country and annual volume.	Clarification: Currently not have bifurcation. SMS to be sent within India.
123				Kindly provide domestic and international SMS traffic bifurcation. For international traffic, kindly share country-wise projected annual volumes; for domestic traffic, kindly share category-wise volumes across OTP, Transactional, Service and Promotional SMS.	Clarification: Currently not have bifurcation. SMS to be sent within India.
124	27 & 12	ANNEXURE - 4 - Commercial Price Bid Format and Commercial Evaluation	The quantity to be awarded shall be split equally (50-50%) amongst the L1 bidder and the next lowest bidder willing to match the L1 price.	Kindly clarify the award methodology if L2 declines to match L1 rates or if multiple bidders emerge as L1.	Clarification: If L2 declines, then the offer is extended to L3. In case of multiple L1's, GeM random selection methodology shall be used failing which companies with the highest technical score shall be awarded the order as per splitting provisions.

Sr. No.	Page No.	RFP Clause	Clause Description	Query	StockHolding Remarks
125	28	ANNEXURE - 5 – Integrity Pact	Integrity Pact	Please confirm whether this is required to be submitted along with the technical bid, or whether it needs to be submitted by the successful bidder only.	Clarification: To be submitted by every bidder participating in this RfP.
126	38	ANNEXURE –8 – Format of Non-Disclosure Agreement	Non Disclosure Agreement	Please confirm whether this is required to be submitted along with the technical bid, or whether it needs to be submitted by the successful bidder only.	Clarification: Only by the Successful Bidder
127	41	ANNEXURE – 9 – Undertaking cum Indemnity	Undertaking cum Indemnity	Kindly make it mutual and cap the liability to one year contract value.	Response: No change
128	13-16	Scope of Requirement	Monitoring, reporting, alerting and incident management obligations are defined.	Kindly clarify whether the engagement is expected to be a fully managed service model including 24x7 support, DLT operations, template management and account management, or only SMS platform/API services.	Clarification: DLT details and templates will be managed by Stockholding. We will be required 24x7 support on SMS sending, dashboard, alerting, incident handling by Vendor.
129		General		Is there any hardcopy submission required? if yes then please specify the documents.	Clarification: No hardcopies are required.
130		General		IS Sender ID used by Stock holding is under exempted category by TRAI?	Clarification: SMS will not in exempted category.
The extended date for bid submission is 20th October, 2026, 03.00 pm Note: All other clauses/Terms & conditions except above shall remain same as per RFP (RFP Reference Number: CPCM-39/2026-27)					