

Date: 2020/07/20

To:

Sub: Proposal on e-PRIMA Short Messaging Services (SMS)

It is pleasure to introduce e-PRIMA Technology Pvt. Ltd. on our behalf as the pioneer in the field of quality and reliable software development team with the most economic price structure serving in Nepal.

As many companies in the world steps in IT generation, customizing their systems to stand in this era, only those will be possible to exist in this generation who are keen to know the actual meaning of IT and develop their system in accordance to the true meaning. Today, the hot matter of gossip is IT and its various extensions like SMS.

After a long analysis of the present communication problem between Companies and Clients, we have hereby designed the e-PRIMA Corporate SMS Directory for the same. We have designed this application in the form of Text Message due to different grounds of dilemma of Voice Calls like Network Problems.

We are glad to announce that we have developed this CIMS (e-prima SMS System) which has been implemented in various sectors like Schools, FM Stations, Manpower Agencies, Hotels and many more Business Houses due to it's a veracity of versatility.

Looking Forward,

For, e-PRIMA Technology Pvt. Ltd.

DP PANDIT

(Managing Director) Mobile: 9851004988

e-PRIMA SMS SERVICE

SMS was the most widely used data application. The term "SMS" is used for both the user activity and all types of short text messaging in many parts of the world. Inquiry is a type of SMS sent from a subscriber to an application & sent from an application to a subscriber. It is commonly used by school colleges, Co-operatives, airlines, hotel booking sites, social networks, and other organizations sending SMS from their systems to their customers.

SMS Inquiry (Keyword) – When the subscribers types Keyword and send SMS to **31008**, the subscriber will be replied back immediately. E.g.: ePRIMA to 31008 will reply the subscriber the information details of e-PRIMA Technology.

Sub Keyword: The Sub keyword can be made as per your requirement. A particular company can hold any number of Sub keywords according to the need of the company like: Company Offer, Events, Products, Branches, location, wise information etc.

When the subscribers types KEYWORD<space>Sub key and send SMS to **31008**, the subscriber will be replied back immediately. E.g.: **e-PRIMA offer** to 31008 will reply the subscriber the offer information of **e-PRIMA Technology**.

Bulk SMS (Push) Service: Push messages are those messages which are sent by company to their client. This service is used to send any information, alert message, and advertisement or to convey any message to the client. Research has shown that most text messages are read within the five minutes of their receipt. So to make sure people read your message, Push Message is the best option.

A. Addition Feature in our new version of Bulk SMS Service.

- **Responsive Design :** Responsive design is a design approach aimed at crafting sites to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from mobile phones to desktop computer monitors).
- **Message will be delivered on CDMA Mobile:** In Past we deliver message only on N cell and NTC but now our message will be delivered on CDMA too.



- **Message in Nepali font:** Our new system also has feature to send message in Nepali font. It make easier for non-English reader to read your message.
- **Quality message delivery:** Our new system deliver SMS faster than past. We assure you 100% message delivery.
- **SMS TAMPLETE Message:** The messages can be pre-defined before sending them to the clients. With these pre-defined templates of messages, it becomes easy to send the messages when needed.
- **Selective Member Message:** When the message has to send to only selective members out of the group members, then selection of the required members have to be done.
- **Scheduled Message:** The time for sending the message can be scheduled earlier. Once the time of sending message has been set up the message are sent automatically.

PUSH SMS /Short Code Gateway:

- Shared sender ID of Company: Example: 31008 on NTC
- http API integration
- Dedicated Alpha Numeric Sender on NCELL/SMART Cell
- Dynamic Reseller SMS portal with multiple report system.
- Pull SMS (inquiry System) as per demand of client.

Cost and Package:

PUSH SMS Package:

• PUSH Package in Units	Time Duration	Rate
SMS Unit NTC/NCELL	Unlimited	Rs 1.30

SMS Alert Service:

(Package Include)

- Dedicated sender ID of Company: Example: DOEN_Net
- http API integration
- Dynamic SMS portal with multiple report system.
- Pull SMS (inquiry System) as per demand of client.

Client should integrate the API with their software and implement SMS alert system to make their service more effective. Promotional and Bulk Messages is not allowed in Alert Gateway.

Package in Units	Time Duration	Rate	Refundable Deposit (Ntc)
10,000 Unit and above	90Days (3Months)	Rs 1.20/-	Rs. 10,000/-
50,000 Unit and above	90Days (3Months)	Rs 1.00/-	Rs. 50,000/-
150,000 Unit and above	90Days (3Months)	Rs 0.85/-	Rs. 1,50,000/-

- **Above unit's package range is subjected to NTC Network only, NCELL units will be calculated separately but the price for Ncell Network will be calculated as same.**

Terms & Conditions

- The subscribers will be supplied with Login ID & Password. e-PRIMA Technology will not be responsible if any misuse happens on the corresponding account. The subscribers are requested to keep the password secret and keep on changing password frequently.
 - The subscription account will be valid for 12 Months only. The subscription module can be renewed annually at the charge of 40% of total registration charge.
 - e-PRIMA Technology is not responsible for any kind of message received from other short code in Subscriber's account.
 - Financial terms should be net in Nepalese currency Ex-Nepal.
 - The payment is non-refundable and non-transferable.
 - Refundable deposit to NTC network (Alert Gateway) will be refunded to client after service/contract termination.
 - e-PRIMA Technology and Subscriber both have right to discontinue this contract in case of failure of comply by either parties.
 - Above Prices are exclusive of 13 % VAT.
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