



A Division of Moryaas Digital Pvt Ltd

BUSINESS PROPOSAL

PROJECT REQUIREMENT: SMS & Toll Free Number Service

DATE: 26 MAR 2015. (VER 1.0)

Sales Representative(s)

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1. COMPANY PROFILE

SMSzone.in is a Division of *Moryaas Digital Pvt Ltd* which is a **Technology consulting, Digital marketing** and a **Leading Software Development and Services provider**.

Founded in the year 2000, **we have over 5000+ happy customers in India, USA, and Gulf nations**. We deliver custom solutions and SAAS services for business requirements. We work towards delivering solutions for our customer and help them become more successful. We ensure complete customer satisfaction and go beyond limits to achieve the ultimate level of excellence.

Our firm belief lies in the simple fact that professional performance gets us good referrals and that's how we continue to grow. Our belief in providing service of the highest quality with true value has given us an extremely illustrious client list comprising esteemed organization both from Public and Private sector clients. We also have a got acquaintances with International clients. Few of our prestigious clients includes Indian Police, Indian Defense, Reliance Infocomm, The Times of India, Rolta, NOCIL, First Flight Couriers among a galaxy of other prestigious clients

We have dedicated technology arm in **Web-Technology, Mobile Technology, Embedded M2M and IOT Systems**. Our team has highly experienced people in their respective field of Designing, programming and project execution. Our core expertise is Microsoft and Java Based Platforms and through our partners we also have strong expertise in PHP based programming.

At Moryaas our **founding principles** are **honesty, transparency, simplicity, Dedication** and **value creation**. These core values have remained and are still guiding force even today.

SMSZone highlights

- No upfront or joining fees, you only pay per message sent.
- Easy to use **Web interface** for retail and bulk sending.
- Capability to deliver and receive **SMS** Messages.
- Facility of SMS Merge, **Schedule SMS**, Incoming SMS, SMS and Email Conversion.
- Choice of connection / **web service** at no extra cost (HTTP Post , SMTP, FTP)
- Multiple SMS Gateways for reliable message delivery.
- White Label Platform and easy to use Web-Services for developers.
- **200+ countries** ; 600+ telecom networks coverage
- Rs.10 worth of free credit to test service

Few of our prestigious customers



SMSZone Services at a Glance

The collage features 10 service tiles and a large banner at the bottom. Each tile includes the SMSZone.in logo and a description of a service.

- Marketing SMS:** Illustration of a man in a suit holding a smartphone with floating message icons.
- CUSTOMIZED SMS, PERSONALIZED SMS BY EXCEL PLUGIN FACILITY:** Illustration of a laptop, a smartphone, and a message icon.
- SCHEDULER SMS:** Illustration of a clock, a calendar showing January 1st, and a checklist.
- SCHEDULER SMS BY BY ANY DAY | PER WEEK | PER MONTH | PER YEAR:** Illustration of a woman talking on a phone next to server racks.
- EMAIL TO SMS & SMS TO EMAIL:** Illustration of a laptop and a smartphone with a message icon.
- SHORT CODE & VIRTUAL NUMBER PROVIDED:** Illustration of a smartphone displaying 'DIAL TO XXXXX' and a man holding a laptop.
- VOICE SMS IN YOUR LANGUAGE:** Illustration of a woman talking on a phone next to server racks.
- SMS API:** Illustration of a cloud with three smartphones and arrows pointing to a server rack.
- API integration to your application or website:** Illustration of a server rack with arrows pointing to two laptops.
- PHONE BOOK & GROUP WISE SMS SERVICE:** Illustration of a group of people connected by lines, with a phone book icon.
- Multi-language SMS with high Accuracy:** Illustration of two men in a call center setting.

MISSED CALL SERVICES: A large banner at the bottom showing two men in business attire. One man holds a smartphone with a message icon, and the other holds a smartphone with a plus icon. A server rack is in the center, with arrows indicating a cycle between the phones and the server.

Following are Standard SMSZone services and rates

OUTGOING SMS

Outgoing SMS Services is used to send Bulk SMS or SMS using API. Following are standard rates. Note this rates fluctuate from time to time. A rate contract is signed at time of signup.

Transactional/Service/Promotional Messages for delivery in India.

Volume	India SMS		International SMS
	Standard SLA	Priority SLA	Standard SLA
1000000 (10 Lac)	12 Paisa	15 Paisa	Rs.2.00*
500000 (5 Lac)	14 Paisa	18 Paisa	Rs.2.50*
100000 (1 Lac)	16 Paisa	20 Paisa	Rs.2.60*
50000 (0.5 Lac)	18 Paisa	25 Paisa	Rs.2.80*
Below 50000	25 Paisa	30 Paisa	Rs.3.50*

Starter Trial Packages



Note:

- Recurring charges of Rs.300 per month or Rs.3000 per year would be levied for Registering Opt-out or TEMPLATE BASED MESSAGE.
- Rates in Indian Paisa or Indian Rupee excluding all Taxes.
- * Rates for International SMS may change for destination. Above rates are indicative. Also Premium routes are available for specific countries.
- * Special Volume specific Bulk SMS rates for specific country could be made available based on discussions.

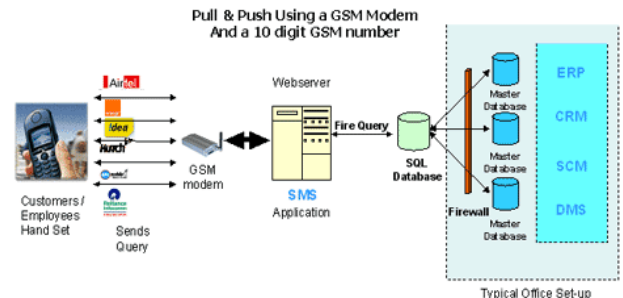
General Terms:

- 100% Advance Payment or Relevant Deposit with purchase order
- Outbound SMS Depends on TRAI regulation in India. In case of international SMS rules of respective country would be applicable.
- In case of sudden change in SMS Charges by respective Telecomm Authority, we would provide at least one weeks' notice to customer to change their business plan. However this one week is subject to respective Telecom authority providing sufficient time to operators.

INCOMING SMS

Incoming SMS service is used to receive SMS message from any one. Various conversions and responses can be created after the message arrives. Example sending automated response, or calling a web service raise a ticket and send confirmation or send email to user based on sms content.

Below are various options for Incoming SMS



A) Short code

Short code is a 5 digit number ex:-56161/57333. The sender has to pay a premium charge depending upon his telecom operator. Charges may vary from Rs 2 to Rs 3 per Message for the sender. A customized response can be given to customer free of charge. No limit on incoming messages.

Charges includes

One Time Setup fee: Rs.1000 for registration

Recurring Charges: Rs.1500 per Month or Rs.15000 per year

B) Virtual number

Virtual Number is a 10 Digit number which is hosted at datacentre of the telecom operator. The sender does not pay a premium, however if a response is to be given, hosting company has to pay relevant sending charges. Usually it can receive between 100 to 150 Messages per minute.

Charges includes

One Time Setup fee: Rs.12500 set up cost

Recurring Charges: Rs.5000 per month or Rs.55000 per year.

C) Long code and Missed Call Service

A Long code is a 10 Digit number which is hosted at SMSzone Datacenter. The sender does not pay a premium, however if a response has to be provide it would be charged at normal outbound SMS charge. Usually it can receive between 50 to 70 Messages per minute.

Charges includes

One Time Setup fee Rs.15000

For Incoming SMS Only: Recurring charges Rs.2000 per Month or Rs.20000 per Year.

For Missed Call Only: Recurring charges Rs.3000 per Month or Rs.30000 per Year

For Integrated Missed Call and SMS: Recurring charges Rs.4000 per Month or Rs.40000 per Year

FORWARDING SERVICES

Forwarding service is used to forward Incoming SMS, Incoming Emails or Incoming calls (Missed Calls) to another Mobile as SMS, or other Email address or a Web-Server. Note for Forwarding SMS it is assumed that client has already subscribed to



Following are various forwarding services offered

Forward SMS

- a) Forward incoming SMS to one or multiple Email account.
- b) Forward incoming SMS to one or multiple mobile as SMS.
- c) Forward incoming SMS to a Web-Service

Forward Emails

- d) Forward incoming Email to one or multiple mobile as SMS.
- e) Forward incoming Email to a Web-Service

Forward Missed Call

- f) Forward Missed Call to one or multiple number as SMS.
- g) Forward Missed call to one or multiple number as Email.

Forward Emails

Incoming emails are forwarded to relevant mobile number. Mobile number could be mentioned in subject, To Address or body.

Charges includes

One Time Setup fee Rs.15000

Recurring Maintenance charges Rs.2000 per Month or Rs.22000 per Year (For Incoming SMS)

Transaction fee of 5 Paisa per email would be charged.

Forward SMS or Forward Missed Calls

As an Ad-On service to Incoming Messages from a Long Code or a Missed Call Gateway is forwarded as an Email to relevant email addresses based on senders mobile number or based on keyword parsing from email.

Charges includes

One Time Setup fee Rs.15000 (Includes Building and implementing APIs for content parsing)

Recurring Maintenance charges Rs.2000 per Month or Rs.22000 per Year (For Incoming SMS)

Transaction fee of 20 Paisa per email processed + Actual SMS Charge.



1800 TOLLFREE SERVICES

- 1800 - INDIA TOLL FREE NUMBER**
- TOLL-FREE MISS-CALL CALL BACK**
- TOLL-FREE SMS & EMAIL ALERT**
- TOLL-FREE REGIONAL ROUTING**
- CLICK TO CALL WEBSITE INTEGRATION**
- Dialler Setup Outbound Marketing**

Standard Toll-Free

We provide a Toll-Free 1800 Number. Your customers calling on the number would not pay any money for calling the number. You pay as per the plan.

Charges

Setup: Rs. 25000 (One Time)
 Monthly Rental: Rs. 5000
 Per Call Charges: Rs. 2 per Minute

Toll Free Miss-Call Call Back

The calling customers call gets disconnected and a reverse call is connected between your agent and calling customer. This method saves your calling charge.

Charges

Per Call Charges will be reduced to Rs 1.50 instead of Rs 2 Per Minute. Other Setup and Rental remain the same.

Additional Services

Toll Free SMS and Email Alert

For every incoming Call, an Email or SMS alert can be sent to a pre-defined email or mobile number. This will have regional data.

Additional Charges:

One Time Setup Fee: Rs 20000
 Rental Rs 1500 Per Month
 Per SMS Charge 20 Paise
 Per Email Charges 15 Paise

Toll-Free Regional Routing

Incoming call can be routed to local regional numbers instead of a central number.

Additional Charges

One Time Setup Fee: Rs 20000

Rental Rs 1500 Per Month

Click To Call Website Integration

Customer can click on your website and automatically their number would be called from your agent's desk.

Additional Charges

One Time Setup Fee: Rs 20000

Rental Rs 1500 Per Month + Call Charges as per actual.

Other Digital Marketing Services

Voice Call –OBD

We broadcast a voice file to customer give database. If required database of HNI or relevant market can be made available. Following are indicative price for minimum of 1Lac obd calls.

Charges

Rs.0.35 for 30 sec pulse for 1 Lac voice call on Success Delivery

Email Marketing

We help organizations carry out their Email Marketing campaign. We ensure that best of the servers are used to make sure campaigns do not got into spam box.

Charges

Rs.0.15 per mail normal 30-40 Kb message (No PPT or attachment) for 1 Lac email blast.

The rates fluctuate and depends on the quality of spam protection required.

Search Engine Marketing

We would work in promoting your website and post your website to various blogs and search engine sites.

Charges

Rs 10000 Per Month for 5 Keywords. (Minimum 6 Month contract).

Thank You

Thank you for your trust in our services, *we assure, we would deliver it.*