

### Corporate Bulk SMS (CBS) - Price Revision (Refresher)

- Bulk SMS Account Type: **All Network**
- Customer Classification: **Direct Accounts**
- Validity/Expiry: **30, 60 and 90 days from the date of SMS Top Up**
- New Price effective Date: **22nd Sep 2022**
- Below mentioned prices are Exclusive of taxes.

All-Net					
Validity	Bundle Price	Bundle SMS Count	SMS Range	Bundle Validity	Bundle Per SMS Rate
<b>1 Month</b>	9,500	10,000	10,000-49,999	1 Month	<b>0.95</b>
	46,000	50,000	50,000-99,999	1 Month	<b>0.92</b>
	88,000	100,000	100,000-199,999	1 Month	<b>0.88</b>
	168,000	200,000	200,000-299,999	1 Month	<b>0.84</b>
	240,000	300,000	300,000-399,999	1 Month	<b>0.8</b>
	300,000	400,000	400,000-499,999	1 Month	<b>0.75</b>
	345,000	500,000	500,000-50,000,000	1 Month	<b>0.69</b>
Validity	Bundle Price	Bundle SMS Count	SMS Range	Bundle Validity	Bundle Per SMS Rate
<b>3 Months</b>	9,900	10,000	10,000-49,999	3 Months	<b>0.99</b>
	47,500	50,000	50,000-99,999	3 Months	<b>0.95</b>
	92,000	100,000	100,000-199,999	3 Months	<b>0.92</b>
	176,000	200,000	200,000-299,999	3 Months	<b>0.88</b>
	252,000	300,000	300,000-399,999	3 Months	<b>0.84</b>
	320,000	400,000	400,000-499,999	3 Months	<b>0.8</b>
	375,000	500,000	500,000-50,000,000	3 Months	<b>0.75</b>
Validity	Bundle Price	Bundle SMS Count	SMS Range	Bundle Validity	Bundle Per SMS Rate
<b>6 Months</b>	9,900	10,000	10,000-49,999	6 Months	<b>0.99</b>
	49,000	50,000	50,000-99,999	6 Months	<b>0.98</b>
	95,000	100,000	100,000-199,999	6 Months	<b>0.95</b>
	184,000	200,000	200,000-299,999	6 Months	<b>0.92</b>
	264,000	300,000	300,000-399,999	6 Months	<b>0.88</b>
	336,000	400,000	400,000-499,999	6 Months	<b>0.84</b>
	400,000	500,000	500,000-50,000,000	6 Months	<b>0.8</b>

- Bulk SMS Account Type: **On Network**
- Customer Classification: **SMS aggregator/SMS reseller/Direct Accounts**
- Minimum Per SMS rate: **Rs. 0.75 per SMS (exclusive of taxes as and when applicable per Govt. Directives)**
- Validity/Expiry: **30 days from the date of SMS Top Up**
- New Price effective Date: **15th Sep 2022**
- Below mentioned prices are Exclusive of taxes.

<b>On - Net for Resellers</b>					
	<b>Bundle Price</b>	<b>Bundle SMS Count</b>	<b>SMS Range</b>	<b>Bundle Validity</b>	<b>Bundle Per SMS Rate</b>
<b>1 Month Package</b>	85,000	100,000	100,000-199,999	1 Month	<b>0.85</b>
	164,000	200,000	200,000-299,999	1 Month	<b>0.82</b>
	237,000	300,000	300,000-499,999	1 Month	<b>0.79</b>
	385,000	500,000	500,000-749,999	1 Month	<b>0.77</b>
	562,500 and Above	750,000 and Above	750,000-10,000,000	1 Month	<b>0.75</b>

<b>On - Net for Corporate</b>					
	<b>Bundle Price</b>	<b>Bundle SMS Count</b>	<b>SMS Range</b>	<b>Bundle Validity</b>	<b>Bundle Per SMS Rate</b>
<b>1 Month Package</b>	60,000	100,000	100,000-199,999	1 Month	<b>0.60</b>
	114,000	200,000	200,000-299,999	1 Month	<b>0.57</b>
	165,000	300,000	300,000-499,999	1 Month	<b>0.55</b>
	260,000	500,000	500,000-749,999	1 Month	<b>0.52</b>
	375,000 and Above	750,000 and Above	750,000-10,000,000	1 Month	<b>0.50</b>

<b>Segmented Promotional Campaign</b>
<b>Rs 0.60 for up to 100k sms</b>
<b>Rs 0.55 for up to 500k sms</b>
<b>Rs 0.50 for up to 1000k sms</b>

## **FAQs:**

**1. Are new prices applicable to both API and web portal based accounts?**

*These rate will be applicable for both Web Portal and API connected accounts.*

**2. Will any request on lower price be valid after above dates?**

*All charging requests for On Net/All Network SMS from above date onwards shall be charged at new prices. Any requests based on lower rates shall not be entertained.*

**3. What about existing commitments where rate is below minimum price?**

*For any rate below minimum price has to be raised to the baseline price for next SMS top up after above effective dates.*

**4. Does above rate apply to short code SMS traffic as well?**

*Price point for white label short code MT SMS traffic is 0.60.*

**5. Are bulk SMS rates inclusive or exclusive of taxes?**

*All rates are exclusive of any government taxes as and when applicable.*