

Corporate Bulk SMS (CBS) - Price

- Bulk SMS Account Type: **All Network**
- Customer Classification: **Direct Accounts**
- Validity/Expiry: **15, 30 and 90 days from the date of SMS Top Up**
- New Price effective *Date: 11th May, 2023*
- Below mentioned prices are Exclusive of taxes

| All Net Bundles For Direct Customers | | | | | | | |
|--------------------------------------|------------------------|------------------|--------------------|--------------------|-----------------|-----------------|-----------------------|
| 15 Days Package | Bundle Price (Tax Exc) | Bundle SMS Count | Subscription Count | Type | SMS Range | Bundle Validity | Bundle Rate (Per SMS) |
| | 10,000 | 5,000 | Fixed Count | Non Roll Over | | 15 Days | 2.00 |
| | 14,850 | 7,500 | Fixed Count | Non Roll Over | | 15 Days | 1.98 |
| | 19,500 | 10,000 | Fixed Count | Non Roll Over | | 15 Days | 1.95 |
| | 38,000 | 20,000 | Fixed Count | Non Roll Over | | 15 Days | 1.90 |
| | 55,500 | 30,000 | Fixed Count | Non Roll Over | | 15 Days | 1.85 |
| 1 Month Package | Bundle Price (Tax Exc) | Bundle SMS Count | Subscription Count | Type | SMS Range | Bundle Validity | Bundle Rate (Per SMS) |
| | 22,000 | 10,000 | Fixed Count | Non Roll Over | | 1 Month | 2.20 |
| | 42,000 | 20,000 | Fixed Count | Non Roll Over | | 1 Month | 2.10 |
| | 60,000 | 30,000 | Fixed Count | Non Roll Over | | 1 Month | 2.00 |
| | 97,500 | 50,000 | Fixed Count | Non Roll Over | | 1 Month | 1.95 |
| | 145,000 | 75,000 | | Roll Over | 75,000-99,000 | 1 Month | 1.93 |
| | 190,000 | 100,000 | | Roll Over | 100,000-149,000 | 1 Month | 1.90 |
| | 277,500 | 150,000 | | Roll Over | 150,000-199,000 | 1 Month | 1.85 |
| | 364,000 | 200,000 | | Roll Over | 200,000-249,000 | 1 Month | 1.82 |
| | 450,000 | 250,000 | | Roll Over | 250,000-299,000 | 1 Month | 1.80 |
| | 534,000 | 300,000 | | Roll Over | 300,000-499,000 | 1 Month | 1.78 |
| 875,000 | 500,000 | | Roll Over | 500,000- 4,000,000 | 1 Month | 1.75 | |
| 3 Months Package | Bundle Price (Tax Exc) | Bundle SMS Count | Subscription Count | Type | SMS Range | Bundle Validity | Bundle Rate (Per SMS) |
| | 105,000 | 50,000 | Fixed Count | Non Roll Over | | 3 Months | 2.10 |
| | 150,000 | 75,000 | Fixed Count | Non Roll Over | | 3 Months | 2.00 |
| | 198,000 | 100,000 | | Roll Over | 100,000-149,000 | 3 Months | 1.98 |
| | 292,500 | 150,000 | | Roll Over | 150,000-199,000 | 3 Months | 1.95 |
| | 384,000 | 200,000 | | Roll Over | 200,000-249,000 | 3 Months | 1.92 |
| | 475,000 | 250,000 | | Roll Over | 250,000-299,000 | 3 Months | 1.9 |
| | 555,000 | 300,000 | | Roll Over | 300,000-499,000 | 3 Months | 1.85 |
| 900,000 | 500,000 | | Roll Over | 500,000-749,000 | 3 Months | 1.8 | |

- Bulk SMS Account Type: **On Network**
- Customer Classification: **Direct Accounts**
- Validity/Expiry: *30 days from the date of SMS Top Up*
- New Price effective *Date: 11th May,2023*
- Below mentioned prices are Exclusive of taxes.

| On Net Bundles for Direct Customers | | | | | |
|-------------------------------------|------------------------|------------------|-----------|-------------------|-----------------------|
| 1 Month Package | Bundle Price (Tax Exc) | Bundle SMS Count | Type | SMS Range | Bundle Rate (Per SMS) |
| | 170,000 | 100,000 | Roll Over | 100,000-199,999 | 1.7 |
| | 330,000 | 200,000 | Roll Over | 200,000-299,999 | 1.65 |
| | 480,000 | 300,000 | Roll Over | 300,000-499,999 | 1.6 |
| | 775,000 | 500,000 | Roll Over | 500,000-749,999 | 1.55 |
| | 1,125,000 | 750,000 | Roll Over | 750,000-4,000,000 | 1.5 |

Key Highlights:

1. *Roll over feature is only valid for the package that have said feature Type marked 'Roll Over' in rate card, other packages will not have this feature*
2. *Roll over will only work if opted for within the validity period of current bundle*
3. *Bundle with 15 Days validity are not eligible for 'Roll Over'*
4. *For SMS bundles with roll over Functionality, remaining SMS's will only be carried forward with the purchase of same SMS bundle within validity period. E.g. Remaining SMS of monthly 75,000 bundle will only be rolled over with the purchase of 75,000 Monthly SMS Bundle*
5. *SMS balance accumulated from the bundle subscriptions prior to 13-May-2023 will not get carried over with purchase of any bundle. Existing inventory will remain intact till their expiry mentioned in system*
6. *Discounts are subject to ROI approval*