



The Bhagirathi Cooperative Milk Producers' Union Limited

(A Govt. of West Bengal Project)

BU:P&I:DCSR:0656

Dated: 06.08.2026

NOTICE INVITING QUOTATION

The Bhagirathi Cooperative Milk Producers' Union Limited invites Offline Quotations from accredited SMS service providers for providing 5 lakh transactional SMS with API (Application Programming Interface) in account of the Milk Union as per terms and conditions mentioned hereunder:

1. Bidders are required to quote their lowest and best competitive rate/offer in sealed envelope addressing to the Managing Director of the Milk Union. The rate quoted must be inclusive of all taxes and levies. No extra incidental charges shall be provided.
2. The SMS may be sent from our in-house software therefore developer support must be provided by the supplier/service provider whenever required.
3. The bidder should have a portal through which the Milk Union can upload an excel sheet and can send bulk SMS.
4. Service provider has to abide by the rules and regulation framed by Telecom Regulatory Authority of India (TRAI) and Govt. of India and Govt. of West Bengal. Any violation in the rules framed by the Govt. shall not be attributed to the Purchaser.
5. As it a Govt. of West Bengal Project service provider must maintain absolute confidentiality regarding the SMS content.
6. The 5 lakh SMS must be credited to the Milk Union within 7 days after placement of Work Order failure to which the order shall stand cancelled.
7. 90% Payment shall be made in NEFT/RTGS in the bank account of the service provider within 30 days of receipt of 5 lakh SMS and Invoice of the same certified by the concerned official. Remaining 10% payment shall be released after 6 months which shall serve as performance guarantee.
8. Bidder should provide around 200 dummy sms for testing purposes.
9. Subletting shall not be allowed. Bidder must provide GST Registration Certificate along with the most competitive offer.
10. The last date of bid submission shall be 17.08.2026 at The Bhagirathi Cooperative Milk Producers' Union Limited, Feeder Dairy Panchanantala, NH-34, Chaltia, Berhampore Murshidabad Pin-742165.

11. During execution of the Contract prior to release of payment if SMS are not delivered due to reasons attributable to the service provider the Contract shall be terminated with immediate effect. Upon termination of the Contract the payment shall be forfeited and resultant loss if any shall be recovered by the party by legal means.
12. The intending bidder has to submit 3 documents along with the offer for providing 5 lakh API based transactional SMS namely:
 1. Details of the bidder like firm name, address etc.
 2. Credentials
 3. GST Registration Certificate
14. For any dispute between the service provider and the Milk Union the decision of the Milk Union shall be final and binding.
15. The Milk Union reserves the right to accept or reject any bids at any point of time or to cancel the entire tender without assigning any reason thereof.

Sd/-
Managing Director
The Bhagirathi Milk Union

Copy forwarded to:

1. Official Website (www.bhagirathimilk.com)
2. Office Notice Board