

बिड दस्तावेज़ / Bid Document

बिड विवरण/Bid Details	
बिड बंद होने की तारीख/समय /Bid End Date/Time	26-10-2026 16:00:00
बिड खुलने की तारीख/समय /Bid Opening Date/Time	27-10-2026 16:00:00
बिड पेशकश वैधता (बंद होने की तारीख से)/Bid Offer Validity (From End Date)	90 (Days)
मंत्रालय/राज्य का नाम/Ministry/State Name	Ministry Of Chemicals And Fertilizers
विभाग का नाम/Department Name	Department Of Fertilizers
संगठन का नाम/Organisation Name	Joint Venture Of Cil, Ntpc, Iocl, Fcil & Hfcl
कार्यालय का नाम/Office Name	Hindustan Urvarak And Rasayan Ltd
शिकायत निवारण के संपर्क विवरण/ Contact details of Grievance redressal	HOD Email id :vpcnm@hurl.net.in Buyer Email id: surajitmahindar@hurl.net.in
वस्तु श्रेणी /Item Category	Bulk SMS Service (Version-2) - Promotional SMS; Domestic SMS; Very High; MTNL, BSNL, Jio, Airtel, Vi; Telemarketer license holder, Authorized Channel Partner of Mobile Telecom Operator; Delivery within 15 Sec; 1000 Char; 5000; Yes
अनुबंध अवधि /Contract Period	2 Year(s)
पिछले 3 वित्तीय वर्षों का बिडर का न्यूनतम औसत वार्षिक वित्तीय टर्नओवर/Minimum Average Annual Turnover of the bidder (For the last 3 Financial Years)	9.93 Lakh (s)
उन्हीं/समान सेवा के लिए अपेक्षित विगत अनुभव के वर्ष/Years of Past Experience Required for same/similar service	7 Year (s)
टर्नओवर पात्रता मानदंड/Turnover eligibility criteria	To be verified by the buyer at the time of technical evaluation
एमएसएमई के लिए अनुभव के वर्षों और टर्नओवर से छूट प्रदान की गई है/MSE Relaxation for Years of Experience and Turnover	No
स्टार्टअप के लिए अनुभव के वर्षों और टर्नओवर से छूट प्रदान की गई है /Startup Relaxation for Years of Experience and Turnover	No

बिड विवरण/Bid Details	
विक्रेता से मांगे गए दस्तावेज़/Document required from seller	Experience Criteria,Bidder Turnover,Certificate (Requested in ATC) *In case any bidder is seeking exemption from Experience / Turnover Criteria, the supporting documents to prove his eligibility for exemption must be uploaded for evaluation by the buyer
क्या आप निविदाकारों द्वारा अपलोड किए गए दस्तावेजों को निविदा में भाग लेने वाले सभी निविदाकारों को दिखाना चाहते हैं? संदर्भ मेन् है/Do you want to show documents uploaded by bidders to all bidders participated in bid?	Yes (Documents submitted as part of a clarification or representation during the tender/bid process will also be displayed to other participated bidders after log in)
बिड लगाने की समय सीमा स्वतः नहीं बढ़ाने के लिए आवश्यक बिड की संख्या। / Minimum number of bids required to disable automatic bid extension	3
दिनों की संख्या, जिनके लिए बिड लगाने की समय-सीमा बढ़ाई जाएगी। / Number of days for which Bid would be auto-extended	4
ऑटो एक्सटेंशन अधिकतम कितनी बार किया जाना है। / Number of Auto Extension count	2
बिड से रिवर्स नीलामी सक्रिय किया/Bid to RA enabled	Yes
रिवर्स नीलामी योग्यता नियम/RA Qualification Rule	H1-Highest Priced Bid Elimination
बिड का प्रकार/Type of Bid	Two Packet Bid
तकनीकी मूल्यांकन के दौरान तकनीकी स्पष्टीकरण हेतु अनुमत समय /Time allowed for Technical Clarifications during technical evaluation	2 Days
Payment Timelines	Payments shall be made to the Seller within 30 days of issue of service delivery acceptance certificate (SDAC) and on-line submission of bills (This is in supersession of 10 days time as provided in clause 12 of GeM GTC)
मूल्यांकन पद्धति/Evaluation Method	Total value wise evaluation
मूल्य दर्शाने वाला वित्तीय दस्तावेज ब्रेकअप आवश्यक है / Financial Document Indicating Price Breakup Required	Yes
मध्यस्थता खंड/Arbitration Clause	No
सुलह खंड/Mediation Clause	No

ईएमडी विवरण/EMD Detail

एडवाइजरी बैंक/Advisory Bank	State Bank of India
ईएमडी राशि/EMD Amount	66200

ईपीबीजी विवरण /ePBG Detail

एडवाइजरी बैंक/Advisory Bank	State Bank of India
ईपीबीजी प्रतिशत (%) /ePBG Percentage(%)	5.00
ईपीबीजी की आवश्यक अवधि (माह) /Duration of ePBG required (Months).	27

(a). जेम की शर्तों के अनुसार ईएमडी छूट के इच्छुक बिडर को संबंधित कैटेगरी के लिए बिड के साथ वैध समर्थित दस्तावेज़ प्रस्तुत करने है। एमएसई कैटेगरी के अंतर्गत केवल वस्तुओं के लिए विनिर्माता तथा सेवाओं के लिए सेवा प्रदाता ईएमडी से छूट के पात्र हैं। व्यापारियों को इस नीति के दायरे से बाहर रखा गया है।/EMD EXEMPTION: The bidder seeking EMD exemption, must submit the valid supporting document for the relevant category as per GeM GTC with the bid. Under MSE category, only manufacturers for goods and Service Providers for Services are eligible for exemption from EMD. Traders are excluded from the purview of this Policy.

(b). ईएमडी और संपादन जमानत राशि, जहां यह लागू होती है, लाभार्थी के पक्ष में होनी चाहिए। / EMD & Performance security should be in favour of Beneficiary, wherever it is applicable.

(c). ईएमडी और संपादन जमानत राशि लाभार्थी के पक्ष में होनी चाहिए। / Earnest Money Deposit (EMD) shall also be accepted by the buyer in the form of a surety bond.

लाभार्थी /Beneficiary :

Manager (C&M)

Hindustan Urvarak And Rasayan Ltd, Department of Fertilizers, Joint Venture of CIL, NTPC, IOCL, FCIL & HFCL, Ministry of Chemicals and Fertilizers (Surajit Mahindar)

बोली विभाजन लागू नहीं किया गया/ Bid splitting not applied.

एमआईआई अनुपालन/MII Compliance

एमआईआई अनुपालन/MII Compliance	Yes
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एमएसई खरीद वरीयता/MSE Purchase Preference

एमएसई खरीद वरीयता/MSE Purchase Preference	Yes
सूक्ष्म और लघु उद्यम मूल उपकरण निर्माताओं/सेवा प्रदाता को खरीद में प्राथमिकता, यदि उनका मूल्य $L1+X\%$ / Purchase Preference to MSE OEMs/ Service Provider available upto price within $L1+X\%$	15
सूक्ष्म और लघु उद्यम मूल उपकरण निर्माता/सेवा प्रदाता को खरीद में प्राथमिकता के लिए बिड की मात्रा का अधिकतम प्रतिशत / Percentage of Bid quantity/amount for MSE OEMs/ Service Provider Purchase preference	100

ट्रेड्स भुगतान संबंधी विवरण/TReDS Payment Details

This Bid provides for Trade Receivables Discounting System (TReDS) as Preferred mode of payment. For MSME sellers, payments may be processed through a TReDS exchange in which the Buyer is registered, subject to applicable policy and regulatory guidelines. Accordingly, sellers intending to

avail payment through TReDS are required to be registered with at least one TReDS exchange in which the buyer is registered.

S.No.	Name
1	RXIL

1. The minimum average annual financial turnover of the bidder during the last three years, ending on 31st March of the previous financial year, should be as indicated above in the bid document. Documentary evidence in the form of certified Audited Balance Sheets of relevant periods or a certificate from the Chartered Accountant / Cost Accountant indicating the turnover details for the relevant period shall be uploaded with the bid. In case the date of constitution / incorporation of the bidder is less than 3-year-old, the average turnover in respect of the completed financial years after the date of constitution shall be taken into account for this criteria.

2. Years of Past Experience required: The bidder must have experience for number of years as indicated above in bid document (ending month of March prior to the bid opening) of providing similar type of services to any Central / State Govt Organization / PSU. Copies of relevant contracts / orders to be uploaded along with bid in support of having provided services during each of the Financial year.

3. **Purchase preference to Micro and Small Enterprises (MSEs):** Purchase preference will be given to MSEs having valid Udyam Certificate and whose credentials are validated online through Udyam Registration portal as defined in Public Procurement Policy for Micro and Small Enterprises (MSEs) Order, 2012 dated 23.03.2012 issued by Ministry of Micro, Small and Medium Enterprises and its subsequent Orders/Notifications issued by concerned Ministry. If the bidder wants to avail themselves of the Purchase preference, the bidder must be the manufacturer / OEM of the offered product on GeM. In respect of bid for Services, the bidder must be the Service provider of the offered Service. Traders are excluded from the purview of Public Procurement Policy for Micro and Small Enterprises and hence resellers offering products manufactured by some other OEM are not eligible for any purchase preference. Relevant documentary evidence in this regard shall be uploaded along with the bid in respect of the offered product or service, and Buyer will decide eligibility for purchase preference based on documentary evidence submitted in case of product bids, whereas in case of services the eligibility is automatically validated. If L-1 is not an MSE and MSE Seller (s) has / have quoted price within L-1+ 15% (Selected by Buyer) of margin of purchase preference /price band defined in relevant policy, such MSE Seller shall be given opportunity to match L-1 price and contract will be awarded for 100% (selected by Buyer) percentage of total quantity. The buyers are advised to refer the [OM No.1 4 2021 PPD dated 18.05.2023](#) for compliance of Concurrent application of Public Procurement Policy for Micro and Small Enterprises Order, 2012 and Public Procurement (Preference to Make in India) Order, 2017. Benefits of MSE will be allowed only if seller is validated on-line in GeM profile as well as validated and approved by Buyer after evaluation of documents submitted.

4. Estimated Bid Value indicated above is being declared solely for the purpose of guidance on EMD amount and for determining the Eligibility Criteria related to Turn Over, Past Performance and Project / Past Experience etc. This has no relevance or bearing on the price to be quoted by the bidders and is also not going to have any impact on bid participation. Also this is not going to be used as a criteria in determining reasonableness of quoted prices which would be determined by the buyer based on its own assessment of reasonableness and based on competitive prices received in Bid / RA process.

5. Reverse Auction would be conducted amongst all the technically qualified bidders except the Highest quoting bidder. The technically qualified Highest Quoting bidder will not be allowed to participate in RA. However, H-1 will also be allowed to participate in RA in following cases:

- If number of technically qualified bidders are only 2 or 3.
- If Buyer has chosen to split the bid amongst N sellers, and H1 bid is coming within N.
- In case Primary product of only one OEM is left in contention for participation in RA on elimination of H-1.
- If L-1 is non-MSE and H-1 is eligible MSE and H-1 price is coming within price band of 15% of Non-MSE L-1
- If L-1 is non-MII and H-1 is eligible MII and H-1 price is coming within price band of 20% of Non-MII L-1

एक्सेल में अपलोड किए जाने की आवश्यकता /Excel Upload Required :

Price Break-Up - [1792144742.xlsx](#)

अतिरिक्त योग्यता /आवश्यक डेटा/Additional Qualification/Data Required

Scope of Work:[1791890009.pdf](#)

Payment terms:[1791890075.pdf](#)

If you want to add additional conditions in addition to standard SLA then please mention the clauses

of additional SLA .:[1792144809.pdf](#)

If you want to add additional conditions in addition to standard SLA then please upload approval from competent authority.::[1792144901.pdf](#)

Bulk SMS Service (Version-2) - Promotional SMS; Domestic SMS; Very High; MTNL, BSNL, Jio, Airtel, Vi; Telemarketer License Holder, Authorized Channel Partner Of Mobile Telecom Operator; Delivery Within 15 Sec; 1000 Char; 5000; Yes (22000)

तकनीकी विशिष्टियाँ /Technical Specifications

विवरण/ Specification	मूल्य/ Values
कोर / Core	
Classification of Bulk SMS Services	Promotional SMS
Type (territorial classification)of SMS Service	Domestic SMS
Priority attached with SMS	Very High
Name of the Telecom Service Provider (TSP)	MTNL , BSNL , Jio , Airtel , Vi
Status Of Bulk SMS of Service Provider	Telemarketer license holder , Authorized Channel Partner of Mobile Telecom Operator
Delivery Time of SMS	Delivery within 15 Sec
Max Size of the SMS	1000 Char
Throughput per Second (TPS)	5000
Unicode compliant	Yes
Experience in delivering Bulk SMS in a month	Others/ As defined in Scope of Work
MIS Report Required	Yes
Fields required for MIS Report Generation	Total SMSs received , Category of SMSs , Total success , Total failed/expired , Total of delivery report not received , Total invalid , Total DND , Total retry counts
एडऑन /Addon(s)	
Long Code Number Rental Required	NA
Virtual Mobile Number Required	NA
अतिरिक्त विवरण /Additional Details	
Consumption per month	916000

क्रेता द्वारा निर्धारित न्यूनतम मूल्य/Minimum Floor Price defined by Buyer

क्रेता द्वारा निर्धारित न्यूनतम मूल्य/Minimum Floor Price defined by Buyer

No

अतिरिक्त विशिष्ट दस्तावेज़ /Additional Specification Documents

प्रेषिती/रिपोर्टिंग अधिकारी /Consignees/Reporting Officer and Quantity

क्र.सं./S.No.	प्रेषिती/रिपोर्टिंग अधिकारी /Consignee Reporting/Officer	पता/Address	संसाधनों की मात्रा / Number of SMS Proposed for procurement during the contract period.(in multiple of per 1000 SMS)	अतिरिक्त आवश्यकता /Additional Requirement
1	Sanjay Kumar	110092,Core-3-4, 9th Floor, Scope Minar, Laxmi Nagar	22000	N/A

क्रेता द्वारा जोड़ी गई बिड की विशेष शर्तें/Buyer Added Bid Specific Terms and Conditions

1. Generic

OPTION CLAUSE 50% : The buyer can increase or decrease the contract quantity or contract duration up to 50 percent at the time of issue of the contract. However, once the contract is issued, the contract quantity or contract duration can only be increased up to 50 percent. Bidders are bound to accept the revised quantity or duration.

For lumpsum-based service contracts, the buyer may increase the scope of work and contract value up to 50 percent with the consent of the service provider

2. Buyer Added Bid Specific ATC

Buyer Added text based ATC clauses

EARNEST MONEY DEPOSIT (EMD) / BID SECURITY / GUARANTEE:

- i. The Bidder shall furnish, as part of his bid, an Earnest Money Deposit in the amount as stipulated in NIT/IFB/Tender Enquiry, in a separate envelope (in case paid in modes other than on-line payment) superscribed on the top as under:

**“ORIGINAL EARNEST MONEY DEPOSIT FOR NIT NO.
.....DATED..... FOR (NAME OF PACKAGE) DUE ON
... (DATE OF BID OPENING) FROM (NAME OF THE BIDDER).”**

- ii. The Earnest Money Deposit (EMD) shall, at Bidders option, be submitted in th

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following forms:

- a. electronically by RTGS / NEFT in the account of HURL details as given in subsequent paragraphs, or
- b. in the form of Demand Draft in favour of Hindustan Urvarak & Rasayan Limited, Payable at New Delhi.

or

- c. in the form of an irrevocable electronic bank guarantee (e-BG).

The format of Bid Guarantee (e-BG) towards EMD shall be in accordance with the form of EMD included in the bidding documents (**Form: F/C&M/HQ/011 of Section VI (Forms and Procedures) of ATC of the bid document.** The e-BG towards EMD shall remain valid for a period of forty-five (45) days beyond the original Bid validity period or beyond any extension in the period of Bid validity subsequently requested from any Scheduled / Commercial Bank recognized by Reserve Bank of India.

The Bank Guarantee Verification Checklist duly filled in as per format given in the Bidding Documents is also to be submitted. Bidder shall ensure that all the points of check list are replied in "Yes".

- iii. Wherever Bids under Joint Venture route is permitted as per Qualifying Requirement in the Bidding Documents, the Earnest Money Deposit of the Joint Venture must be on behalf of all the partners of the Joint Venture.
- iv. Any bid not accompanied by an acceptable Earnest Money Deposit in accordance with the aforesaid provisions shall be rejected by the Employer as being non-responsive and shall be rejected without being opened.
- v. The Earnest Money Deposit shall be forfeited in any of the following circumstances without any notice or proof of damage to the Employer:
 - a) If the Bidder withdraws or varies its bid during the period of Bid validity.
 - b) If the Bidder does not accept the Arithmetical correction of its Bid Price
 - c) If the Bidder refuses to withdraw, without any cost to the Employer, any deviation, variation, additional condition or any other mention anywhere in the bid, contrary to the provisions of bidding documents.
 - d) In the case of a successful Bidder, if the Bidder fails, within the time limit,
 - (i) to sign the Contract Agreement
 - (ii) to furnish the required Security Deposit

- e) If the bidder / his representatives commit any fraud while competing for this contract pursuant to Fraud Prevention Policy of HURL.
- f) if the Bidder withdraws/ amends, impairs and derogates from the tender.
- vi. No interest will be payable by the Employer on the said amount covered under Earnest Money Deposit.
- vii. EMD shall be refunded to all the unsuccessful Bidder within thirty (30) days of acceptance of work order by the successful Bidders and no interest shall be payable thereon. EMD of the bidders whose price are not considered to be opened, shall be released/refunded at the earliest but not later than thirty (30) days beyond the award of the subject work.
- EMD shall be refunded to successful bidder within (30) thirty days of acceptance of LOA and on submission of PBG by the successful Bidders and no interest shall be payable thereon.
- viii. RTGS / NEFT details of HURL as under:
- Account Name: Hindustan Urvarak & Rasayan Limited
Name of the Bank: State Bank of India
Account no: 41288344914
IFSC code: SBIN0004803
- Bidders are required to upload Signed, Stamped and Scanned copy of the Certificate as part of Technical Bid, failing to which their bids are liable for rejection.**
- Price Bids shall be opened only of those bidder(s) whose EMD shall be found as per the requirement of the bidding documents.
- Exemption from submission of EMD:**
- Micro and Small Enterprises (MSEs) bidders are exempted from submission of EMD as per provisions at clause 4.0 above.
- Any bidder seeking EMD exemption **must** mention the same in the on-line bid under EMD Offline payment by selecting the correct option and also upload the exemption document (MSME certificate). In case a Bidder, who is seeking exemption, does not request for exemption in the online bid under EMD details and/or does not submit the document, then the bidder shall be liable to be rejected.

Performance Security / Performance Bank Guarantee (e-PBG)

Within ten (10) days of the receipt of Purchase Order/Service Order from the Employer, the contractor shall furnish the Contract Performance Security / Guarantee, for the due performance of the Contract for the value equivalent to **five (5%) of the Contract Price including GST amount** with an initial validity upto ninety (90) days beyond the completion date of work for due performance of the Contract(s)/Order(s) in any form acceptable to the Employer.

Performance Security / Performance Bank Guarantee (PBG) may be submitted in any of the following forms:

- a) Electronically by RTGS / NEFT in the account of HURL details of which are given in bidding document
- or
- b) In the form of Demand Draft in favour of *Hindustan Urvarak & Rasayan Limited*, Payable at New Delhi.
- or
- c) In the form of an irrevocable e-BG in accordance with the form of included in the bidding documents (**form no. F/C&M/HQ/012 of Section VI (Forms and Procedures) of ATC of the bid document**) from Nationalized bank / Scheduled Bank (as per list provided in **Annexure-I under Section-VI**) recognised by Reserve Bank of India.

Failure of the supplier to submit the above-mentioned Performance Security / Performance Bank Guarantee (e-PBG) shall constitute sufficient grounds for the annulment of the award and forfeiture of the Bid Security.

No interest shall be payable by the Employer to the Contractor against the Security Deposit furnished.

Performance Security shall be returned after Certification of completion of work by EIC. However, the contractor will have to apply in writing, for refund of the same.

Confirmation of BGs through Structured Financial Messaging System (SFMS) / SWIFT

While issuing the physical BGs, the Bidder's Bank shall also send electronic message through secure SFMS (in case of BGs issued from within India) or SWIFT (in case of BGs issued from outside India) to Employer's Beneficiary Bank whose details are provided in the Special Purchase Conditions.

Bidders are advised to ensure that the message is sent by their Bankers and the Bidders must submit the reference details as part of the bid with the EMD.

Name of Beneficiary of Bank Guarantee:

Name of the Bank: State Bank of India
Account Name-Hindustan Urvarak & Rasayan Limited
Account no-41288344914
IFSC code- SBIN0004803.
Secured Message Type-SBININBB102

In case of submission of EMD in the form of Bank Guarantee, bidders are requested to provide the Details like Bank Name, Branch address, IFSC code and Branch E-mail Id of BG issuing Branch on EMD submission covering letter.

All other terms & conditions will be as per GEM GTC, SLA and policy of GEM.

3. Buyer Added Bid Specific ATC

Buyer uploaded ATC document [Click here to view the file.](#)

अस्वीकरण/Disclaimer

The Additional Terms and Conditions (ATC) have been incorporated by the Buyer after approval of their Competent Authority. The Buyer, is solely responsible for the impact of these clauses on the bidding process, its outcome, and consequences thereof including any restriction arising in the bidding process due to these ATCs and including the modification of technical specifications and / or terms and conditions governing the bid. All representations / grievances pertaining to the ATC clauses shall be raised with the buyer organization directly and not with GeM. If any of the clause(s) is/are incorporated by the Buyer regarding the following, the bid & resultant contract shall be treated as null & void. Further, GeM reserves the right, at its sole discretion, to cancel the bid forthwith, without issuance of any prior notice or intimation :-

1. Publishing Custom / BOQ bids for items for which regular GeM categories are available (unless such Custom / BOQ item is bunched with the major regular product Category Item).
2. Mandating procurement of / from specific Brand / Make / Model / Manufacturer / Dealer except in case of Single Bid / Proprietary Article Certificate (PAC) Buying.
3. Inclusion of disqualification criteria related to suspension of seller / service provider, where such suspension period has already expired.
4. Mandating submission of documents (other than EMD and signed Integrity Pact - which can be submitted within 5 days of bid opening) in physical form as a pre-requisite to qualify bidders.
5. Publishing bids on GeM for procurement of works.
6. Procurement of Goods by creating a Service bid on GeM & vice-versa.
7. Seeking sample with bid or approval of samples during bid evaluation process. However, trial / sample, as the case may be, shall be permitted in cases where trial / sample are allowed as per approved and published procurement policy of the Buyers' controlling Ministry / Department / State / Public Sector Enterprises Headquarters. If there is any violation of trial / sample clause with regard to approved policy of the Buyers' Ministry / Department / State / Public Sector Enterprises Headquarters, then this is to be determined and redressed by the concerned Buyer Organisation only.
8. Seeking experience from specific organization / department / institute only or from foreign / export experience.
9. Creating bid for items from incorrect categories.
10. Reference of conditions published on any external site or reference to external documents/clauses.
11. Asking for any Tender fee / Bid Participation fee, as the case may be.
12. Buyer added ATC Clauses which are in contravention of clauses defined in bid detail section, including specifications, EMD Detail, ePBG Detail and MII and MSE Purchase Preference sections of the bid, unless otherwise allowed by the applicable GeM GTC.
13. Any ATC clause in contravention with GeM GTC Clause 4 (xiii) (h) will be invalid. In case of multiple L1 bidders against a service bid, the buyer shall place the Contract by selection of a bidder amongst the L-1 bidders through a Random Algorithm executed by GeM system.
14. In a category based bid, adding additional items, through buyer added, additional scope of work/ additional terms and conditions/or any other document. If buyer needs more items along with the main item, the same must be added through bunching category based items or by bunching custom catalogues or bunching a BoQ with the main category based item, the same must not be done through ATC or Scope of Work.

Further, if any seller has any objection/grievance against these additional clauses or otherwise on any aspect of this bid, they can raise their representation against the same by using the Representation window provided in the bid details field in Seller dashboard after logging in as a seller. Buyer is duty bound to reply to all such representations and would not be allowed to open bids if he fails to reply to such representations.

All GeM Sellers/Service Providers shall ensure full compliance with all applicable labour laws, including the provisions, rules, schemes and guidelines under the four Labour Codes i.e. the Code on Wages, 2019; the Industrial Relations Code, 2020; the Occupational Safety, Health and Working Conditions Code, 2020; and the Code on Social Security, 2020 as and when notified and brought into force by the Government of India.

For all provisions of the Labour Codes that are pending operationalisation through rules, schemes or notifications, the corresponding provisions of the pre-existing labour enactments (such as The Minimum Wages Act, 1948, The Payment of Wages Act, 1936, The Payment of Bonus Act, 1965, The Equal Remuneration Act, 1976, The Payment of Gratuity Act, 1972, etc. and relevant State Rules) shall continue to remain applicable.

The Seller/ Service Providers shall, therefore, be responsible for ensuring compliance under:

- **All notified and enforceable provisions of the new Labour Codes as mentioned hereinabove; and**
- **All operative provisions of the erstwhile Labour Laws until their complete substitution.**

All obligations relating to wages, social security, safety, working conditions, industrial relations etc. and any other statutory requirements shall be strictly met by the Seller/ Service Provider. Any non-compliance shall constitute a breach of the contract and shall entitle the Buyer to take appropriate action in accordance with the contract and applicable law.

This Bid is governed by the General Terms and Conditions, conditions stipulated in Bid and Service Level Agreement specific to the Service, as the case may be, as provided in the Marketplace.

However, in case of Service, if any condition specified in General Terms and Conditions is contradicted by the conditions stipulated in Service Level Agreement specific to said Service, then it will over-ride the conditions in the General Terms and Conditions.

This Bid is governed by the [सामान्य नियम और शर्तें/General Terms and Conditions](#), conditions stipulated in Bid and [Service Level Agreement](#) specific to this Service as provided in the Marketplace. However in case if any condition specified in सामान्य नियम और शर्तें/General Terms and Conditions is contradicted by the conditions stipulated in Service Level Agreement, then it will over ride the conditions in the General Terms and Conditions.

जेम की सामान्य शर्तों के खंड 26 के संदर्भ में भारत के साथ भूमि सीमा साझा करने वाले देश के बिडर से खरीद पर प्रतिबंध के संबंध में भारत के साथ भूमि सीमा साझा करने वाले देश का कोई भी बिडर इस निविदा में बिड देने के लिए तभी पात्र होगा जब वह बिड देने वाला सक्षम प्राधिकारी के पास पंजीकृत हो। बिड में भाग लेते समय बिडर को इसका अनुपालन करना होगा और कोई भी गलत घोषणा किए जाने व इसका अनुपालन न करने पर अनुबंध को तत्काल समाप्त करने और कानून के अनुसार आगे की कानूनी कार्यवाई का आधार होगा।/In terms of GeM GTC clause 26 regarding Restrictions on procurement from a bidder of a country which shares a land border with India, any bidder from a country which shares a land border with India will be eligible to bid in this tender only if the bidder is registered with the Competent Authority. While participating in bid, Bidder has to undertake compliance of this and any false declaration and non-compliance of this would be a ground for immediate termination of the contract and further legal action in accordance with the laws.

---धन्यवाद/Thank You---

HINDUSTAN URVARAK & RASAYAN LIMITED

(A JOINT VENTURE OF CIL, NTPC, IOCL, FCIL & HFCL)



SECTION – I

NOTICE INVITING TENDER (NIT)

**NAME OF PACKAGE: ENGAGEMENT OF A SERVICE PROVIDER
FOR BULK SMS, RCS PROMOTIONAL MESSAGING AND VOICE
MESSAGE SERVICES**

TENDER REF NO: GEM/2026/B/8153580, DATED 16.10.2026

INTERNAL REF NO.: HURL/HQ/26CS092 DTD. 16.10.2026



- 1.0** HURL (Hindustan Urvarak & Rasayan Limited) invites on-line bids on **Open Tender basis** under **two bid systems** for the aforesaid package.

2.0 Brief Details

Published Date	Refer GEM Portal
Bid Document Download / Sale Start Date	Refer GEM Portal
Bid submission Start Date	Refer GEM Portal
Last Date and Time for Bid submission	Refer GEM Portal
Technical Bid Opening Date & Time	Refer GEM Portal
Earnest Money Deposit (EMD) in INR	66,200.00
Reverse Auction	Refer GEM Portal

- 3.0** EMD/Bid Security shall be submitted in a sealed envelope separately offline/online by the stipulated bid submission closing date and time at the address given below. Any bid without an acceptable Bid Security (if applicable) shall be treated as non-responsive by the employer and shall not be opened.

Sh. Surajit Mahindar
Manager (C&M)
Hindustan Urvarak & Rasayan Limited
(A Joint Venture of CIL, NTPC, IOCL, FCIL & HFCL)
Core-4, 9th Floor, SCOPE Minar,
Laxmi Nagar District Centre, New Delhi-110092.

- 4.0** MSE bidders are exempted from submission of EMD as per provisions in the Tender Documents.

MSE bidders seeking benefits of MSE as specified in the Tender Documents, must submit Attested/Self attested copy of Registration certificates (as mentioned in clause 4.0 of ITB) failing which no benefit of MSE shall be extended.

- 5.0** A complete set of Bidding Documents may be downloaded by any interested from the GEM portal (<https://gem.gov.in>).

Bidder who has downloaded the tender from the GEM Portal <https://gem.gov.in>, shall not tamper/modify the tender document / form including downloaded price bid template in any manner. In case the same is found to be tampered/modified in any manner, bid will be completely rejected and EMD would be forfeited and Bidder is liable to be banned from doing business with HURL for a period of two years.

Intending Bidders are advised to visit GEM website <https://gem.gov.in> regularly till closing date of submission of tender for any corrigendum / addendum/ amendment.

A bidder can submit only one bid, in case of multiple bids by same bidder, all the bids of such bidder will be rejected.

Not more than one tender shall be submitted by one bidder/bidder(s) having Business Ownership. For clarification, Business Ownership means bidders having common proprietor/partner(s)/director(s). In such case all such bids will be rejected.



In case Spouse, Father (including step-father), Mother (including step-mother), Son (including step-son), Son's wife, Daughter, Daughter's husband, Brother (including step-brothers) and Sister (including step-sisters) submit their bid for the same tender, all such bids will be rejected. However, in case they are a separate entity and are participating in the same tender they will provide an affidavit to this effect, as per given Annexure of the Tender Document, stating that they do not have a business relationship with the other bidders.

At the time of submission of Tender, the TENDERER shall submit a declaration stating if the TENDERER or any employee of the TENDERER or any person acting on behalf of the TENDERER, either directly or indirectly, is a relative of any of the employees of HURL, or, if any relative of an employee of HURL has financial interest / stake in the TENDERER, the same shall be disclosed by the TENDERER at the time of filing the tender. The TENDERER shall declare that they will not lend to or borrow any money from or enter into any monetary dealings or transactions, directly or indirectly, with any employee of HURL.

If any cartel/relationship in terms of establishment of relationship among the bidders is found at any stage during pendency of the Contract, HURL will cancel the Bid and action as deemed fit shall be taken against the particular bidder including termination of the contract, forfeiture of all dues including Earnest Money Deposit / Security Deposit and debarring/blacklisting of the bidder and all Partners of the bidder.

6.0 Pre-Qualification Criteria (PQC):

Sl. No.	Criterion	Documents Required (to be submitted with the Technical Bid)
1	The bidder must be a proprietorship firm, partnership firm, company, co-operative society or LLP.	Company: Notarized MoA and AoA, list of Directors, and Certificate of Incorporation. Partnership firm: Notarized registered Partnership Deed and Firm Registration Certificate. Proprietorship: Latest notarized affidavit. Co-operative society: Registration Certificate and self-attested Resolution of Members. LLP: Certificate of Incorporation.
2(a)	Bulk SMS: The bidder must have a throughput capacity of at least 5,000 SMS per second (TPS) .	Self-attested copy of an undertaking on the company letterhead.



Sl. No.	Criterion	Documents Required (to be submitted with the Technical Bid)
2(b)	RCS (Promotional): The bidder must be an authorised Google RBM partner or RCS provider (or hold an authorised operator tie-up), and must be able to onboard and verify HURL's RCS Business Agent. The solution must support REST API/webhook integration and provide campaign-wise delivery and read reports.	Google RBM partner certificate or operator authorisation letter, together with an undertaking and technical compliance sheet on the company letterhead.
2(c)	Voice Message: The bidder must own a bulk voice (OBD) platform with telecom connectivity supporting 15-second and 30-second messages in Indian languages, and must provide a dashboard with campaign-wise call-status reports.	Self-attested copy of an undertaking on the company letterhead (dashboard demonstration or screenshots, if required).
3	The bidder must hold a valid TRAI registration as a Telemarketer (or as a telemarketer under the applicable TRAI procedure) and a DLT registration for promotional messages.	Self-attested copy of the Registration Certificate on the company letterhead.
4	The bidder must not be blacklisted on GeM or any e-Procurement portal, nor banned or debarred by any Government, Semi-Government or PSU entity for corrupt or fraudulent practices or poor performance.	Self-declaration on the bidder's letterhead.



Sl. No.	Criterion	Documents Required (to be submitted with the Technical Bid)
5	The bidder must have successfully executed and completed similar works* (i.e. providing of SMS gateway service/Bulk SMS handling, RCS Promotional Message service & Voice Message service) during the preceding seven (7) years, reckoned from the date of techno-commercial bid opening, of the following ways: (i) Three similar works, each valued at not less than Rs. 13,24,000 (excl. GST); or (ii) Two similar works, each valued at not less than Rs. 16,55,000 (excl. GST); or (iii) One similar work valued at not less than Rs. 26,48,000 (excl. GST). *“Similar works” means providing of SMS gateway service (i.e. Bulk SMS handling, RCS Promotional Message & Voice Message) for any industry.	Copies of Service Purchase Orders/work orders, together with an execution certificate issued by a practicing Chartered Accountant, the Statutory Auditor as per the form no. F/C&M/006 of Section-VI of ATC of tender document or completion certificate issued by Client (on their letterhead). The certificate of CA must bear the signatory's and the firm's Membership Numbers and UDIN, and must state: (a) Work order/PO number, date and value; (b) Client name; (c) Period of contract; and (d) Executed value.



Sl. No.	Criterion	Documents Required (to be submitted with the Technical Bid)
6	The bidder's annual average turnover over the preceding three (3) financial years, reckoned from the date of techno-commercial bid opening, must be not less than the following Rs. 9,93,000.00 (excl. GST).	Submit the first available option below: (i) Audited Balance Sheet and Profit & Loss Account for FY 2023-24, 2024-25 and 2025-26 with valid UDIN. (ii) If (i) is unavailable, a certificate from a CA/Statutory Auditor, with Membership No. and UDIN, for the same years; i.e. FY 2023-24, 2024-25 and 2025-26 (iii) If (ii) is unavailable, audited Balance Sheet and P&L for FY 2022-23, 2023-24 and 2024-25 with Form No. F/C&M/009 & F/C&M/010 as per Section-VI of ATC of tender document. (iv) If (iii) is unavailable, a CA/Statutory Auditor certificate for FY 2022-23 to 2024-25 with with Form No. F/C&M/009 & F/C&M/010 as per Section-VI of ATC of tender document. <i>All CA certificates must be issued on the CA's letterhead and bear a valid UDIN and Membership Number.</i>

7.0 **Tie Breaker: Applicable as per the GEM provision.**

8.0 HURL shall not be responsible for any postal /courier delay for submission of EMD and/or other original documents, if applicable.

9.0 HURL reserves the right to reject any or all bids or cancel/withdraw the NIT for the subject package without assigning any reason whatsoever and in such case no bidder/intending bidder shall have any claim arising out of such action.

10.0 Bids shall be signed and uploaded by someone legally authorized and competent on behalf of his firm / company i.e., Bidder and relevant documents w.r.t. the same to be uploaded along with the bid by the bidders. **The Power of Attorney of such person needs to be furnished along with bid.**

11.0 **Address for Communication:**



Sh. Surajit Mahindar, Manager (C&M) Hindustan Urvarak & Rasayan Limited (A Joint Venture of CIL, NTPC, IOCL, FCIL & HFCL) Core-4, 9th Floor, SCOPE Minar, Laxmi Nagar District Centre, New Delhi-110092. EPBAX No: 011-2250 2267/ 2268 Email: surajitmahindar@hurl.net.in	Sh. Deepak Kumar, Sr. Manager (C&M) Hindustan Urvarak & Rasayan Limited (A Joint Venture of CIL, NTPC, IOCL, FCIL & HFCL) Core-4, 9th Floor, SCOPE Minar, Laxmi Nagar District Centre, New Delhi-110092. EPBAX No: 011-2250 2267/ 2268 Email: deepakkumar@hurl.net.in
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Price Breakup				
Bidder's Name :				
GEM BID Reference No. :	GEM/2026/B/8153580 dtd. 16.10.2026			
Name of Package:	ENGAGEMENT OF A SERVICE PROVIDER FOR BULK SMS, RCS PROMOTIONAL MESSAGING AND VOICE MESSAGE SERVICES			
Sr. No.	Service Description	Tentative Quantity (Nos.)	Unit Rate (Rs.)	Quoted Amount (Rs.)
1.01	Bulk SMS Services (per delivered SMS)	5000000		
1.02	RCS Promotional Messaging Services (per delivered RCS message, promotional)	15000000		
1.03	Voice Message Services (per delivered call, 15 sec)	1000000		
1.04	Voice Message Services (per delivered call, 30 sec)	1000000		
1.05	DLT Registration and Sender ID creation (one time)	1		
Total Quoted Amount excluding GST (Rs.) (A)				
1.06	GST (%) to be mentioned by the bidder			
1.07	Amount of GST (Rs.) (B)			
Total Quoted Amount including GST (Rs.) (A + B)				
Note: (1) To be utilised on a need basis within the contract period of two years; actual requirement may increase or decrease. (2) Rates to be quoted on delivery basis only (no payment for failed messages/calls) and shall be all-inclusive, with no separate charge for setup, integration, platform, support or any operator/third-party charges. DECLARATION: I hereby certify that the information furnished above is true and correct to the best of my/our knowledge. I understand that in case, any deviation is found in the above statement at any stage; I/We will be blacklisted and will not have any dealing with the Department in future. (Signature of Authorized Signatory with date and seal of the Company)				