

बिड दस्तावेज़ / Bid Document

बिड विवरण/Bid Details	
बिड बंद होने की तारीख/समय /Bid End Date/Time	19-11-2025 15:00:00
बिड खुलने की तारीख/समय /Bid Opening Date/Time	19-11-2025 15:30:00
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
वस्तु श्रेणी /Item Category	Bulk SMS Service (Version-2) - Promotional SMS; Domestic SMS; Very High; MTNL, BSNL, Airtel, Vi, Jio; 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) 3 Month(s) 18 Day(s)
बिडर का न्यूनतम औसत वार्षिक टर्नओवर (3 वर्षों का) /Minimum Average Annual Turnover of the bidder (For 3 Years)	2 Lakh (s)
एमएसएमई के लिए अनुभव के वर्षों और टर्नओवर से छूट प्रदान की गई है/MSE Exemption for Years of Experience and Turnover	No
स्टार्टअप के लिए अनुभव के वर्षों और टर्नओवर से छूट प्रदान की गई है /Startup Exemption for Years of Experience and Turnover	No
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 दस्तावेज़ों 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 विवरण/Bid Details	
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	No
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	3 Days
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

आवश्यकता/Required	No
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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).	31

(a). 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.

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 को खरीद में प्राथमिकता, यदि उनका मूल्य $L1+X\%$ तक की सीमा में हो / Purchase Preference to MSE OEMs available upto price within $L1+X\%$	15
सूक्ष्म और लघु उद्यम को खरीद में प्राथमिकता के लिए बिड की मात्रा का अधिकतम प्रतिशत / Maximum Percentage of Bid quantity for MSE purchase preference	100

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. Purchase preference to Micro and Small Enterprises (MSEs): Purchase preference will be given to MSEs 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 the Purchase preference for services, the bidder must be the Service provider of the offered Service. Relevant documentary evidence in this regard shall be uploaded along with the bid in respect of the offered service. If L-1 is not an MSE and MSE Service Provider (s) has/have quoted price within $L-1+ 15\%$ of margin of purchase preference /price band as defined in the relevant policy, then 100% order quantity will be awarded to such MSE bidder subject to acceptance of L1 bid price. The buyers are advised to refer to 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 the credentials of the service provider are validated on-line in GeM profile as well as validated and approved by the Buyer after evaluation of submitted documents.

3. 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.

4. Short Duration Bid has been published by the Buyer with the approval of the Competent authority due to Emergency procurement of critical products/services.

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

Price Break-up - [1762926932.xlsx](#)

अतिरिक्त योग्यता /आवश्यक डेटा/Additional Qualification/Data Required

Scope of Work:[1762926998.pdf](#)

Payment terms:[1762927077.pdf](#)

Bulk SMS Service (Version-2) - Promotional SMS; Domestic SMS; Very High; MTNL, BSNL, Airtel, Vi, Jio; Telemarketer License Holder, Authorized Channel Partner Of Mobile Telecom Operator; Delivery Within 15 Sec; 1000 Char; 5000; Yes (4000)

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 , Airtel , Vi , Jio
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	142857

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

क्रेता द्वारा निर्धारित न्यूनतम मूल्य/Minimum Floor Price defined by Buyer	No
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अतिरिक्त विशिष्टि 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	Sonu Kumar	110092,Core-3-4, 9th Floor, Scope Minar, Laxmi Nagar	4000	N/A

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

1. Generic

OPTION CLAUSE: The buyer can increase or decrease the contract quantity or contract duration up to 25 percent at the time of issue of the contract. However, once the contract is issued, contract quantity or contract duration can only be increased up to 25 percent. Bidders are bound to accept the revised quantity or duration

2. Generic

Option Clause: Excess Settlement. The excess settlement has been enabled for the service, allowing service providers to include additional charges up to a specified percentage of the item-level total value, including addons, in their invoices. Service providers must declare the applicability of additional charges during invoice creation and submit mandatory supporting documents to avail this option. The total invoice amount, including additional charges, shall not exceed the agreed-upon excess settlement percentage for the order.

3. Buyer Added Bid Specific ATC

Buyer Added text based ATC clauses

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

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4. Buyer Added Bid Specific ATC

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

अस्वीकरण/Disclaimer

The additional terms and conditions have been incorporated by the Buyer after approval of the Competent Authority in Buyer Organization, whereby Buyer organization is solely responsible for the impact of these clauses on the bidding process, its outcome, and consequences thereof including any eccentricity / restriction arising in

the bidding process due to these ATCs and due to modification of technical specifications and / or terms and conditions governing the bid. If any clause(s) is / are incorporated by the Buyer regarding following, the bid and resultant contracts shall be treated as null and void and such bids may be cancelled by GeM at any stage of bidding process without any notice:-

1. Definition of Class I and Class II suppliers in the bid not in line with the extant Order / Office Memorandum issued by DPIIT in this regard.
2. Seeking EMD submission from bidder(s), including via Additional Terms & Conditions, in contravention to exemption provided to such sellers under GeM GTC.
3. Publishing Custom / BOQ bids for items for which regular GeM categories are available without any Category item bunched with it.
4. Creating BoQ bid for single item.
5. Mentioning specific Brand or Make or Model or Manufacturer or Dealer name.
6. Mandating submission of documents in physical form as a pre-requisite to qualify bidders.
7. Floating / creation of work contracts as Custom Bids in Services.
8. Seeking sample with bid or approval of samples during bid evaluation process. (However, in bids for [attached categories](#), trials are allowed as per approved procurement policy of the buyer nodal Ministries)
9. Mandating foreign / international certifications even in case of existence of Indian Standards without specifying equivalent Indian Certification / standards.
10. Seeking experience from specific organization / department / institute only or from foreign / export experience.
11. Creating bid for items from irrelevant categories.
12. Incorporating any clause against the MSME policy and Preference to Make in India Policy.
13. Reference of conditions published on any external site or reference to external documents/clauses.
14. Asking for any Tender fee / Bid Participation fee / Auction fee in case of Bids / Forward Auction, as the case may be.
15. 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.
16. Buyer added ATC Clauses which are in contravention of clauses defined by buyer in system generated bid template as indicated above in the Bid Details section, EMD Detail, ePBG Detail and MII and MSE Purchase Preference sections of the bid, unless otherwise allowed by GeM GTC.
17. 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 catalogs 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 within 4 days of bid publication on GeM. 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 are mandated to ensure compliance with all the applicable laws / acts / rules including but not limited to all Labour Laws 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. Any non-compliance will be treated as breach of contract and Buyer may take suitable actions as per GeM Contract.

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 कार्रवाई 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: APPOINTING AN AGENCY FOR DLT REGISTRATION AND ENGAGEMENT OF BULK SMS SERVICE.

GEM Tender Ref No. GEM/2025/B/6876605 dtd. 12.11.2025

- 1.0 HURL (Hindustan Urvarak & Rasayan Limited) invites on-line bids on Open Tender basis under Two Bid system for the aforesaid package.

2.0 **Brief Details**

Published 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	Not Applicable
Pre-Bid Conference Date & Time	Refer GEM Portal
Reverse Auction	Not applicable

- 3.0 ~~EMD/Bid Security shall be submitted through RTGS/NEFT by the stipulated bid submission closing date and time. Any bid without an acceptable Bid Security (if applicable) shall be treated as non-responsive by the employer and shall be liable for rejection.~~

- 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 bidder from the GEM portal (<https://gem.gov.in>).

Bidder who has downloaded the tender from the GEM Portal website <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 portal <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 Qualification Criteria:

Sl. No.	Particulars	Documents required (To be submitted as part of technical bid)
1	The bidder should be a proprietor/partnership firm/company/co-operative society/Limited Liability Partnership.	For companies registered under the Companies Act, 1956/2013, notarized copy of Memorandum and Articles of Association and List of Directors, Copy of Certificate of Incorporation to be submitted. OR In case of partnership firm, notarized copy of Registered Partnership Deed, Registration Certificate i.e. Registration of Firm to be submitted OR For Proprietorship firm, Affidavit of Proprietorship duly notarized (latest), to be submitted OR Co-operative societies / Registered societies- Copy of Registration certificate, Self-attested copy of Resolution of Members to be submitted OR For Limited Liability Partnership (LLP), Copy of Certificate of Incorporation to be submitted.
2	It should be able to provide Throughput per Second (TPS) of at least Five Thousand (5000) SMS per second for empanelment under Bulk SMS Service.	Self-attested copy/ Undertaking needs to be provided by the bidder on company letterhead

3	It should have a valid registration with TRAI as a telemarketer or should be a telemarketer as per procedure established by TRAI	Self-Attested copy of Registration Certificate to be submitted on company letter head
4.	Bidder must not be blacklisted on GeM Portal & Any other E-Procurement Portal. Bidders shall not be under Ban/Blacklisting/Debarment for corrupt and fraudulent practices or for lack in performance by any Government/Semi-Government/PSU entity	Self -Declaration on letter head of bidder.
5.	The bidder must have successfully executed/completed in providing SMS gateway service (Bulk SMS handling) during the preceding seven (7) years reckoned as on the date of techno- commercial bid opening: Three similar works* each costing not less than 1,94,000 [Excluding GST] or Two similar works each costing not less than Rs.2,42,500 [Excluding GST] or (One similar work each costing not less than Rs. 3,88,000 [Excluding GST] Note * 'Similar works' providing SMS gateway service (Bulk SMS handling) to any industry.	Copies of Service Purchase Orders / work orders and execution certificate issued by practicing Chartered Accountants /Statutory Auditors / Client (on letter head of Chartered Accountants / Statutory Auditors / Client) with Membership No. of the signatory & Firm along with UDIN/client highlighting below: a. Reference work order/Service Purchase Order with number, date and value b. Name of the client, c. Period of Contract d. Executed value under the work order/Service Purchase Order.

6.	Annual average turnover of bidder in the preceding three (3) financial years reckoned as on the date of techno- commercial bid opening should not be less than Rs.1,45,500.	(i) Audited Balance Sheet /Profit & Loss Account for the three preceding financial years i.e. 2022-23, 2023-24 and 2024-25. (ii) In case above is not available, then certificate from practising Chartered Accountants /statutory auditors with Membership No. of signatory & Firm along with UDIN certifying the annual turnover for the three preceding financial years i.e., 2022-23, 2023-24 and 2024-25. (iii) In case above are not available, then audited Balance Sheet / Profit & Loss Account for the three consecutive financial years preceding the last financial year i.e., 2021-22, 2022-23 & 2023-24 along with Annexure 12 & 13 of Section VI of the ATC. (iv) In case above are not available, the certificate from practicing CA / SA certifying the annual turnover for the three consecutive financial years preceding the last financial year i.e. 2021-22, 2022-23 & 2023-24 along with Annexure 12 & 13 of Section VI of the ATC. Note – All the CA certificates to be submitted by the bidders should be on the letter head of CA with a valid UDIN number and membership number of the CA firm.
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7.0 Bids will be opened as per date & time as mentioned on the Date specified above or on the date specified on the gem portal. The date of Price-Bid opening will be intimated later through gem portal.

~~**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 (on stamp paper duly notarized)/Letter of authorization on company's letterhead of such person needs to be furnished along with bid.

11.0 Tie Breaker:- Provisions of GeM Guidelines shall be applicable.

12.0 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. Umang Sinha, Chief 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: umangsinha@hurl.net.in
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