



CERISMA (PRIVATE) LIMITED

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REQUEST FOR QUOTATION (THIS IS PRICE ENQUIRY-NOT AN ORDER) SAP No.6100017652			1	OF	9
			RFQ No	CRZ0014SJ	
			DATE	03.08.2026	

Company PSO Dummy Vendor PAKISTAN	QUOTATION REQUIRED			
	ON (Date)	18.08.2026	BY (Time)	

Please quote your best price for all items of following specifications. Please read the instructions attached herewith Rs. _____ EARNEST MONEY %
PO/DD NO. _____

Title: Tender for SMS Solution Provider for CERISMA

S.No.	Description/Specifications	Location	Unit	Qty	Unit Price Rs.	Amount Rs.
1	<u>Tender for SMS Solution Provider</u>	<u>CERISMA -</u>				
		<u>HeadOffice</u>				
1.01	<u>SMS gateway</u>		EA	10,200,000		
	1. Introduction and Purpose CERISMA (Private) Limited intends to procure SMS Gateway and SMS Delivery Services from a qualified, licensed and experienced Mobile Operator, SMS Aggregator or authorized service provider for real-time delivery of transactional, OTP, alert and bulk SMS messages to its customers, beneficiaries and system users. The selected bidder shall provide a secure, scalable and high-availability SMS gateway solution, including configuration, integration, testing, regulatory clearances, whitelisting, masking/short code enablement, delivery reporting, portal access, monitoring dashboard and 24/7 operational support. 2. Objective Enable real-time SMS delivery for OTP, transactional alerts, customer notifications and approved bulk communications. Provide CERISMA with a single HTTP API for integration with the mobile application, portal, backend systems and any future application during the contract period. Ensure delivery across all major mobile networks in Pakistan, including Mobile Number Portability (MNP) numbers. Provide transparent delivery reporting, usage monitoring, audit logs and downloadable reports. Ensure data security, confidentiality, regulatory compliance and service continuity. 3. Scope of Work The bidder shall provide end-to-end SMS Gateway and SMS Delivery Services covering the following: Provision, configuration and activation of SMS gateway services through approved short code(s), long code(s) and/or masking, as required by CERISMA. Provision of a single HTTP API to CERISMA. Integration with all mobile					



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	operators and upstream routes shall be the bidder#s responsibility. Integration support with CERISMA#s existing systems and any new applications launched during the contract period, without any separate API integration fee. Delivery of national/local SMS to users on a high-priority transactional route via short code or approved masking. Support for OTP SMS and high-volume transactional messaging with delivery target of 30 seconds from request submission under normal network conditions. Operator-wise routing using updated MNP data to maximize delivery success and real-time delivery performance. Delivery reports from all mobile networks, including success, failure, pending, expired, rejected and operator-level failure reasons where available. Online dashboard/portal for SMS management, monitoring, reporting, scheduling and audit trail review. Support, troubleshooting, maintenance, upgrades, documentation, training and after-sales services. 4. Technical Requirements Sr.,Area,,Requirement,, 1,,Protocols,,Support HTTP/HTTPS API for message submission and delivery status retrieval. HTTPS/TLS is mandatory for production integration.,, 2,,API Documentation,,Complete API documentation, sample requests/responses, error codes, DLR formats, sandbox/UAT credentials and integration guide must be provided.,, 3,,Single API,,CERISMA shall integrate with a single API. Operator routing, interconnects and integration with all operators shall remain bidder#s responsibility.,, 4,,Network Coverage,,SMS must be delivered across Jazz, Zong, Telenor, Ufone and any other applicable mobile networks in Pakistan.,, 5,,MNP Support,,Bidder must maintain updated MNP data and ensure delivery to ported numbers.,, 6,,Unicode Support,,English, Urdu and Unicode messaging must be supported. Urdu standard SMS character length and Unicode segmentation rules must be clearly documented.,,					



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	7,,Concatenation,,Long SMS and concatenated SMS must be supported, including accurate billing treatment and delivery reporting.,, 8,,Smart Encoding,,Solution should detect easy-to-miss Unicode characters and provide smart encoding to avoid unnecessary splitting where technically possible.,, 9,,Message Expiry,,API must support message expiration/validity period configuration.,, 10,,Queuing & Load Handling,,Solution must support high-volume OTP and transactional traffic with queuing, throttling and retry logic.,, 11,,Security,,API authentication, IP whitelisting, encrypted transport, secure credential management, audit logs and role-based portal access must be supported.,, 12,,Data Privacy,,Message body redaction or masking must be available in portal/reports for sensitive OTP and customer data.,, 13,,Delivery Reports,,DLR must include message ID, MSISDN, timestamp, operator, status, failure reason and delivery time where available.,, 14,,Logs,,Complete history and event logging must be maintained for each message/customer transaction for at least six (06) months.,, 15,,Portal,,SMS management/monitoring dashboard must be provided with at least three (03) user logins.,, 16,,Export Formats,,Reports must be downloadable in Excel, TXT/CSV and PDF formats.,, 5. One-Way SMS Service Requirements The service shall be primarily used for OTP SMS, transactional alerts, customer notifications and approved campaign messages. SMS shall be sent via approved masking, short code(s) and/or long code(s), as required by CERISMA and allowed by applicable regulations. The service must support high-priority transactional routing and must not be treated as promotional traffic where whitelisted/approved as transactional. All whitelisting, masking, short code activation, operator approvals and PTA/operator clearances shall be the bidder#s responsibility. The solution must support delivery to all mobile networks in Pakistan, including ported/MNP numbers.					



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	The service must provide delivery reports from all available networks and routes. 6. Dashboard / Portal Requirements Sr.,,Feature,,Minimum Requirement,, 1,,Usage Statistics,,Daily, monthly and operator-wise usage statistics, traffic analysis and reporting., 2,,Consumption View,,Total SMS submitted, consumed, delivered, failed, pending, expired, rejected and operator-wise traffic., 3,,Delivery Status,,Date-wise end-to-end delivery status including total delivered and failed., 4,,Aggregation View,,Aggregation of one-way SMS traffic with route/operator level visibility., 5,,Data Retention,,Portal data, logs and reports must be retained for at least six (06) months., 6,,User Access,,At least three (03) user logins with role-based access. Additional logins may be provided if required., 7,,Report Generator,,Custom report generation and export in Excel, TXT/CSV and PDF., 8,,Performance Reports,,Monthly/quarterly summary reports showing delivery performance, average API submission time, MSISDN-wise failures and reasons., 9,,Scheduling,,SMS-wise and number-wise scheduling/rescheduling for working and non-working days, where applicable., 10,,Audit Trail,,Complete event history for each message including submission, processing, operator handoff, delivery/failure and retry status., 7. Implementation, Integration and Acceptance Bidder shall complete solution delivery, configuration, UAT and go-live within one (01) month from issuance of Service Order, or within the timeline stated in the Service Order, whichever is earlier/applicable. Bidder shall provide sandbox/UAT environment, test credentials, production credentials, IP whitelisting and technical documentation. Bidder shall support end-to-end integration with CERISMA#s mobile application, portal, backend systems and any future application during					



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	the contract period. Bidder shall conduct UAT with CERISMA and provide test evidence for API submission, DLR, Unicode, concatenation, MNP delivery, masking/short code and dashboard reports. Go-live shall be subject to CERISMA#s written acceptance after successful UAT, production readiness and regulatory/operator clearances. No separate charges shall apply for API integration, configuration, UAT, production migration, whitelisting support, dashboard setup or standard reporting. 8. Service Level Agreement (SLA) The bidder shall meet the following minimum service levels. SLA shall be measured monthly, based on system logs, delivery reports, dashboard data and mutually agreed reconciliation reports. Sr.,SLA Area,,Required Service Level,,Frequency,,Unit,, 1,,SMS delivery TAT,,At least 95% of SMS should be delivered within one (01) minute from SMS request/submission time under normal network conditions. Target operational delivery time is 30 seconds,,Monthly,,% ” 2,,Service uptime,,SMS gateway service availability must be at least 99.99%, excluding approved scheduled downtime and force majeure/regulatory shutdowns,,Monthly,,%,, 3,,Support availability,,24/7/365 support staff availability for incidents, queries and operational support,,Continuous,,Availability,, 4,,Scheduled downtime notice,,Bidder must inform CERISMA in advance of any scheduled downtime with expected duration, impact and fallback arrangements,,Per incident,,Notice,, 5,,Reporting,,Monthly SLA, usage and delivery performance report to be shared with invoice,,Monthly,,Report,, 9. SLA Penalties Penalty shall be calculated on the monthly SMS cost/invoice value for the relevant month. In case of suspension of telecommunication services or SMS services nationwide through notification/order by a competent authority, including Ministry of Interior, PTA or any other authorized government body, the SLA penalty shall not apply for the affected					



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	period. Monthly SLA Achievement,,Penalty Rate,, 92.51% - 94.99%,,5% of monthly SMS cost,, 91.01% - 92.50%,,15% of monthly SMS cost,, 90.01% - 91.00%,,30% of monthly SMS cost,, Equal to or below 90.00%,,50% of monthly SMS cost,, CERISMA reserves the right to recover penalties from pending invoices, security deposit, performance guarantee or any other payable amount, without prejudice to any other contractual remedy. 10. Commercial Requirements Bidder shall quote a blended unit rate per SMS for all on-net and off-net traffic. The unit SMS rate shall remain locked for one (01) year. No tariff revision shall be admissible during this period except changes in applicable taxes by the Government of Pakistan. If the contract is extended by mutual consent, the same rates, terms and conditions shall apply unless mutually agreed otherwise in writing. Billing shall be based on actual SMS usage as per mutually reconciled reports, subject to CERISMA#s verification. The bidder shall clearly specify billing treatment for Unicode, concatenated SMS, failed SMS, duplicate submissions, expired SMS and messages rejected by the bidder/operator. No API integration fee, setup fee, portal fee, reporting fee, whitelisting liaison fee or standard support fee shall be charged unless expressly accepted by CERISMA in writing. 11. Data Security, Privacy and Confidentiality All customer data, MSISDNs, message content, logs, reports, credentials and integration details shall remain the exclusive property of CERISMA. Bidder shall not share, sell, transfer, disclose, process or use CERISMA data for any purpose other than delivery of contracted services. Customer data shall be kept with utmost confidentiality and protected through administrative<(>,<(>)> technical and physical safeguards. Bidder shall ensure secure storage and processing of CERISMA data in Pakistan unless otherwise approved by CERISMA in writing and permitted					



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	by applicable laws/regulations. Bidder shall implement access control, need-to-know access, encryption in transit, secure password/credential practices, audit logging and periodic security review. In case of data breach, suspected breach, unauthorized access, data leakage or compromise attributable to the bidder, the bidder shall immediately notify CERISMA and provide incident details, root cause, affected data, remediation plan and preventive measures. In case of breach attributable to the bidder, CERISMA reserves the right to hold payments, impose penalties, claim damages, terminate the contract and pursue any other remedy available under law or contract. Upon expiry or termination, bidder shall return and/or securely delete CERISMA data as instructed by CERISMA, except where retention is required by law and notified to CERISMA. 12. Regulatory Compliance and Whitelisting Bidder shall be responsible for obtaining and maintaining all statutory, regulatory, operator and governmental approvals required for smooth and uninterrupted SMS services. Bidder shall be responsible for releasing/activating masks, short codes and long codes from telecom operators and getting them whitelisted and marked as transactional messages after required approvals. Bidder shall comply with PTA, mobile operator, Government of Pakistan and any other applicable rules, regulations, policies and directions. Bidder shall ensure messages are not blocked under spam policies where messages have been approved and whitelisted as transactional traffic. Bidder shall maintain proper records of approvals, whitelisting requests, operator confirmations and regulatory correspondence and provide copies to CERISMA on request. 13. Reporting and Reconciliation Monthly invoice must be supported by usage summary, operator-wise traffic, delivered/failed/expired/rejected counts and SLA performance report. Reports shall include successful messages, invalid recipients and recipients with invalid responses on MSISDN-wise basis where required by CERISMA.					



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	Failed SMS log and successful SMS log shall be provided on request, with bifurcation of on-net/off-net/operator and failure reasons where available. CERISMA may reconcile bidder reports with internal logs and may dispute any invoice discrepancy within a reasonable period. Payment shall be processed only after receipt of complete invoice(>,<)> tax documents, usage reports and CERISMA verification. 14. Audit Rights CERISMA may conduct or appoint a third party to conduct audits of the bidder#s service, security controls, logs, regulatory compliance, SLA performance, data handling and billing records. Bidder shall provide reasonable cooperation, access to relevant records and timely responses to audit observations. Any critical audit finding shall be remediated by the bidder within timelines agreed with CERISMA. 15. Contract Duration and Extension The initial contract duration shall be one (01) year from the effective date or go-live date, as stated in the agreement/service order. The contract may be extended for up to two (02) additional years based on satisfactory performance and mutual written consent of both parties, on the same terms and conditions unless otherwise mutually agreed in writing. The rates for subsequent years may be adjusted based on CPI published by PBS, capped at 8%. 16. General Terms and Conditions The bidder shall perform services with due skill, care, diligence and in accordance with industry best practices. The bidder shall not assign, transfer or subcontract any material obligation without prior written approval of CERISMA. The bidder shall maintain all required licenses, approvals, permissions and operator arrangements throughout the contract period. The bidder shall comply with all applicable laws, rules, regulations, directions and policies of Pakistan. The bidder shall indemnify CERISMA against losses, claims, damages, penalties, third-party claims or regulatory actions arising due to bidder#s negligence, breach, non-compliance, misconduct, data breach or					



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	service failure. CERISMA may terminate the contract for material breach, repeated SLA failure, regulatory non-compliance, data breach, insolvency, blacklisting, fraud or failure to maintain required licenses/approvals. CERISMA may require transition support at expiry or termination to ensure smooth migration to another provider without service disruption. Any scheduled maintenance/downtime must be notified in advance and preferably conducted during low-traffic hours /off peak hours with CERISMA#s concurrence. Service provider ensures that the SMS is sent to portable numbers too. 17. Termination The Company may terminate this Agreement, in whole or in part, at any time and without assigning any reason, by providing thirty (30) days' prior written notice to the Service Provider. In such event, the Service Provider shall be entitled to payment for Services satisfactorily performed up to the effective date of termination. The Company may terminate this agreement if the Service Provider: a) commits a material breach of any provision of this Agreement and fails to remedy such breach within fifteen (15) days of receiving written notice requiring its rectification; b) fails to perform the Services in accordance with the required standards, timelines, or service levels specified under this Agreement; c) engages in any act of fraud, corruption, misconduct, or unlawful activity in connection with the performance of the Services; or d) provides false, misleading, or materially inaccurate information during the procurement process or during the term of the Agreement.					