



Pakistan State Oil Company Limited

PSO House, Khayaban-e-Iqbal, Clifton, Karachi-75600, Pakistan
Telephone (021) 9203866-85 Fax (021) 9203796

PAGE

1	OF	*
RFQ No	CSA4950AA	
DATE	28.09.2026	

REQUEST FOR QUOTATION

(THIS IS PRICE ENQUIRY-NOT AN ORDER)

SAP No.6100018395

Company PSO Dummy Vendor
PAKISTAN

QUOTATION REQUIRED

ON
(Date)

13.10.2026

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: Branded SMS with PSO Ta'alug Masking / Maintenance for Two (02) years 2027 <(>&<)> 2028

S.No.	Description/Specifications	Location	Unit	Qty	Unit Price Rs.	Amount Rs.
1	<u>Bulk Branded SMS</u>	<u>PSO House</u>				
1.01	<u>Branded SMS with PSO Ta'alug Masking / M</u>		<u>JOB</u>	1,632,000		
	Branded SMS with PSO Ta'alug Masking / Maintenance The Department at present is a full- fledged inbound/outbound call center that ensures all calls are answered within the pre-defined threshold time. Customer queries are addressed through outbound/inbound calls, e-mails, SMS Service & Whatsapp Chatbot. Taalug Customer Services is one of the main contributors to the Company's positive brand equity striving to provide one window facilitation service to customers through a tollfree number. The nature of complaints at the call center varies from deartment to department. The complaints, feedbacks, and suggestions are lodged and forwarded to the concerned officials vide emails and SMS services within the approved TAT. Once the query is resolved to the satisfaction of the customers, it may be confirmd by the PSO Customer Services department and closed accordingly. The closing of complaints is also communicated to the concerned vide emails / SMS etc. In case the queries remain unresolved they are escalated to various hierarchies highlightin The Complaints are booked at front office and routed to Respective Manager / Engineer / Vendor / Technician through Emails and SMS (API)2. Any promotional or awareness messages to bulk customers through the platform of Ta'alug will also be possible. The Complaint logs are maintained and closed at the back-office application after receiving the response from the Concerned Business Manager, Vendors and Engineers which may also be confirmed by PSO Customer Services department from the complainant. At present there are seven stages of a recorded complaint which are as follows: Initiate, Reminder, Resolved, Declined, Re-Open, Hold, Done & Closed All Complaints are marked in the back Office on basis of status of complaints i.e. Initiated, Reminder, Declined, Done, Re-Open and Closed with final remarks and Customer Feedback. Terms & Conditions: 1 VENDOR shall ensure 24/7/365 days availability of the following services: *Push SMS Alerts & Broadcast SMS Alerts *Integration with third party system as required *SMSs will be sent to all networks with PSO Ta'alug masking 2.SMS Alerts shall be delivered within the agreed Turn Around Time i.e. Maximum 60 Seconds. 3. Relation between PSO and					



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S.No.	Description/Specifications	Location	Unit	Qty	Unit Price Rs.	Amount Rs.
	Vendor to be governed as per the terms and conditions present in the Service Level Agreement and Service Order duly signed between PSO & Vendor. 4.Vendor shall provide necessary technical assistance and training to PSO Customer Services team/agents/other nominee staff, as required, for any execution and operation related activities. 5.Vendor shall provide project related reports / logs to PSO Customer Services Team as and when required and shall have capability to provide MIS report as per requirements of PSO. 6.Monitoring of all SMS routing via Reports / Logs that we can export in proper Excel and other formats with complete status of all SMS i.e. Delivered or Failed etc. 7. The average monthly SMS volume is approximately 68,000 per Month, although this may vary from month to month. The total annual volume is expected to be around 816,000. * Payments will be rendered according to the actual volume used on a monthly/Annual basis. 8.Extended SMS should be received in continuation by the customer. 9.Vendor must have VPN communication links with all the mobile operators for secure transfer of data to from end user to the database. 10.Vendors must have capability to run media campaigns through mobile SMS / web service and be able to manage it at the backend as and when required basis. 11.In case data leakages / Security failure, PSO has the right to claim liquidated damages. 12.Portals should be provided for Bulk SMS solution with PSO Ta'aluq Masking. 13. Push SMS (API) should also be provided with PSO Ta'aluq masking. 14.PSO reserves the right and may ask for modification in database / software as per new requirement with no additional cost. 15.Vendor must have proper data backup which can be used any time in case data become inaccessible due to any reason. 16.The offered system must be capable to generate / send multiple messages to the customers in continuation as and when required to meet PSOs specific requirements. 17.The vendor must submit the business continuity plan detailing how the vendor will continue to provide the uninterrupted services to PSO in case of any incident i.e. natural disaster, fire, power failure etc. 18.Vendor shall be required to ensure confidentiality of data and copy right contents and in case of any leakage, PSO can take action including blacklisting and forfeiting of security amount. 19.PSO shall utilize the customer database for the communication of launch and promotion of					



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Title: Branded SMS with PSO Ta'aluq Masking / Maintenance for Two (02) years 2027 <(>&<)> 2028

S.No.	Description/Specifications	Location	Unit	Qty	Unit Price Rs.	Amount Rs.
	products, services<(>&<)> advertisements, schemes / campaigns, price changes, HSE awareness messages, CSR activity details, invitations, lucky draw results, loyalty programs, social networking messages, recreational and greeting messages, security alerts and any other promotional and marketing campaigns from time to time. 20.Vendor shall be required to develop the software and data management tools to cater above requirements. These messages shall be required to be transmitted to customers on 24/7/365 days basis on real time. 21. The vendor to provide prior intimation in case of any expected delay in service with reasons. The vendor to timely resolve any uninterrupted service causing delay / delivery failure of messages. 22. Messages pertaining to marketing campaigns / services / discount offers / awareness / dealer and customer complaint numbers / contact details / complaint description during lodging, closing, reminder etc. 23. Based on contractor's satisfactory performance and mutual agreement of both parties this order maybe extended for another 1 plus 1 year on same rates, terms and conditions. 24.PSO ensures the right to extend the validity of this Service Order for 03 Months at the same rates, terms and conditions. 25.As per PPRA, PSO reserves the rights to issue repeat order (up to 15% additional quantities of the original service order) on the same rates, terms and conditions. 26.Any benefits, services, options associated with the software and its functionality, if offered beyond PSOs requirement, shall not be considered as additional and shall not carry any additional charges, if PSO decides to utilize those services / benefit at any point in time during the currency of the agreement. 27.Security deposit release will be subject to the successful performance during the currency of the Service Order. In extraordinary circumstances and force majeure situation, PSO may ask to further extend the SMS service with masking in case of business equirement. 28.Supplier shall not be allowed to deviate or alter the terms & conditions once offered and once accepted in the form of purchase / service order to agreement from PSOs Procurement & Services department. 29.The quoted rates must mention the base price and applicable taxes separately against each item if applicable. The prices of the services will remain fixed throughout the contract period. In case of any changes in taxes,					



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S.No.	Description/Specifications	Location	Unit	Qty	Unit Price Rs.	Amount Rs.
	Service Order will be revised, increase or decrease rates accordingly. In this regard, the Govt. notifications / document will be provided by the vendor. 30.Payment shall be made on the basis of actual quantity / services received and accepted throughout the year. 31.In the event supplier fails to deliver the performance with respect to execution of the project as per contracts / as agreed, PSO reserves the right to impose penalty as per following structure: Up to 15days from agreed date 1% of the first bill. 16 to 30 days from agreed date 5 % of the first bill. Beyond 30 days from agreed date 10% of the first bill. 32.In the event the supplier confirms in writing his inability to undertake the project in totality / partially for what so ever reasons, anywhere during the currency of the contract, PSO reserves the right to forfeit their security deposit in lieu of their non-performance and/or to failure to undertake the project. 33.The customer must receive SMS / response acknowledgement of their SMS within 30 to 60 seconds. Supplier must have 99.99% performance with regards to the delivery of SMS and its acknowledgement / return SMS throughout the period (365/366 days) except on special occasions e.g. festivals (Eid Holidays), Valentine day and new-year's eve etc. or any other day of national interest of unusual situation, where in the SMS traffic is expected to be more than normal. 34.Vendor shall resolve any technical issues as soon as possible with regards to this project if and when highlighted by PSO Customer Services Team. 35.Vendor to resolve any issues within a maximum of 12 hours from intimation. 36.Solution Providers personnel shall upon intimation from PSO, as per TAT (12 hours), provide corrective maintenance and support and resolve any issues (Hardware, Software, Connectivity configurations etc.). Vendor software shall allow for easy integration to connect with other important technologies and APIs (SMS Application dashboard). 37.Fees of invoice will include operational support, middleware maintenance and any ancillary regulatory fees. Special Note: - The length of contract shall be for a period of two (02) years. PSO may renew the contract for the next two (02) years (on yearly basis) on the same terms and conditions based on the vendor's satisfactory performance and consent of both parties.- Escalation would be allowed after					



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S.No.	Description/Specifications	Location	Unit	Qty	Unit Price Rs.	Amount Rs.
	completion of two years of contract with average rate of 12 months of CPI- General inflation (Year on Year) published by Government of Pakistan, Statistics Division and Pakistan Bureau of Statistics. - Payment of monthly invoices against the subject Service Order shall be processed upon satisfactory delivery of all stated services as per the terms and conditions of this Service Order and Service Level Agreement. -Attached Service Level Agreement compliance is mandatory. -Rate quoted for bundle packages SMS is not allowed. -Payments will be rendered according to the actual volume used on a monthly/Annual basis. Branded SMS with PSO Ta'aluq Masking / Maintenance The Department at present is a full- fledged inbound/outbound call center that ensures all calls are answered within the pre-defined threshold time. Customer queries are addressed through outbound/inbound calls, e-mails, SMS Service & Whatsapp Chatbot. Ta'aluq Customer Services is one of the main contributors to the Company's positive brand equity striving to provide one window facilitation service to customers through a tollfree number. The nature of complaints at the call center varies from department to department. The complaints, feedbacks, and suggestions are lodged and forwarded to the concerned officials vide emails and SMS services within the approved TAT. Once the query is resolved to the satisfaction of the customers, it may be confirmed by the PSO Customer Services department and closed accordingly. The closing of complaints is also communicated to the concerned vide emails / SMS etc. In case the queries remain unresolved they are escalated to various hierarchies highlighting the need for immediate resolving. The Complaints are booked at front office and routed to Respective Manager / Engineer / Vendor / Technician through Emails and SMS (API)2. Any promotional or awareness messages to bulk customers through the platform of Ta'aluq will also be possible. The Complaint logs are maintained and closed at the back-office application after receiving the response from the Concerned Business Manager, Vendors and Engineers which may also be confirmed by PSO Customer Services department from the complainant. At present there are seven stages of a recorded complaint which are as					



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	follows: Initiate, Reminder, Resolved, Declined, Re-Open, Hold, Done & Closed All Complaints are marked in the back Office on basis of status of complaints i.e. Initiated, Reminder, Declined, Done, Re-Open and Closed with final remarks and Customer Feedback. Terms & Conditions: 1 VENDOR shall ensure 24/7/365 days availability of the following services: *Push SMS Alerts & Broadcast SMS Alerts *Integration with third party system as required *SMSs will be sent to all networks with PSO Ta'aluq masking 2.SMS Alerts shall be delivered within the agreed Turn Around Time i.e. Maximum 60 Seconds. 3. Relation between PSO and Vendor to be governed as per the terms and conditions present in the Service Level Agreement and Service Order duly signed between PSO & Vendor. 4.Vendor shall provide necessary technical assistance and training to PSO Customer Services team/agents/other nominee staff, as required, for any execution and operation related activities. 5.Vendor shall provide project related reports / logs to PSO Customer Services Team as and when required and shall have capability to provide MIS report as per requirements of PSO. 6.Monitoring of all SMS routing via Reports / Logs that we can export in proper Excel and other formats with complete status of all SMS i.e. Delivered or Failed etc. 7. The average monthly SMS volume is approximately 68,000 per Month, although this may vary from month to month. The total annual volume is expected to be around 816,000. * Payments will be rendered according to the actual volume used on a monthly/Annual basis. 8.Extended SMS should be received in continuation by the customer. 9.Vendor must have VPN communication links with all the mobile operators for secure transfer of data to from end user to the database. 10.Vendors must have capability to run media campaigns through mobile SMS / web service and be able to manage it at the backend as and when					



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	23. Based on contractor's satisfactory performance and mutual agreement of both parties this order maybe extended for another 1 plus 1 year on same rates, terms and conditions. 24.PSO ensures the right to extend the validity of this Service Order for 03 Months at the same rates, terms and conditions. 25.As per PPRA, PSO reserves the rights to issue repeat order (up to 15% additional quantities of the original service order) on the same rates, terms and conditions. 26.Any benefits, services, options associated with the software and its functionality, if offered beyond PSOs requirement, shall not be considered as additional and shall not carry any additional charges, if PSO decides to utilize those services / benefits at any point in time during the currency of the agreement. 27.Security deposit release will be subject to the successful performance during the currency of the Service Order. In extraordinary circumstances and force majeure situation, PSO may ask to further extend the SMS service with masking in case of business requirement. 28.Supplier shall not be allowed to deviate or alter the terms & conditions once offered and once accepted in the form of purchase / service order to agreement from PSOs Procurement & Services department. 29.The quoted rates must mention the base price and applicable taxes separately against each item if applicable. The prices of the services will remain fixed throughout the contract period. In case of any changes in taxes, Service Order will be revised, increase or decrease rates accordingly. In this regard, the Govt. notifications / document will be provided by the vendor. 30.Payment shall be made on the basis of actual quantity / services received and accepted throughout the year. 31.In the event supplier fails to deliver the performance with respect to execution of the project as per contracts / as agreed, PSO reserves the right to impose penalty as per following structure: Up to 15days from agreed date 1% of the first bill. 16 to 30 days from agreed date 5 % of the first bill. Beyond 30 days from agreed date 10% of the first bill. 32.In the event the supplier confirms in writing his inability to					



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