



Bid Number/बोली क्रमांक (बिड संख्या):
GEM/2025/B/5816582
Dated/दिनांक : 13-01-2025

Bid Document/ बिड दस्तावेज़

Bid Details/बिड विवरण	
Bid End Date/Time/बिड बंद होने की तारीख/समय	03-02-2025 15:00:00
Bid Opening Date/Time/बिड खुलने की तारीख/समय	03-02-2025 15:30:00
Bid Offer Validity (From End Date)/बिड पेशकश वैधता (बंद होने की तारीख से)	180 (Days)
Ministry/State Name/मंत्रालय/राज्य का नाम	Ministry Of Finance
Department Name/विभाग का नाम	Department Of Financial Services
Organisation Name/संगठन का नाम	Bank Of Baroda
Office Name/कार्यालय का नाम	It Department Bcc
क्रैता ईमेल/Buyer Email	buycon181.bb.mh@gembuyer.in
Item Category/मद केटेगरी	Bulk SMS Service (Version-2) - OTP SMS; Domestic SMS; Very High; As per ATC Document; As per ATC Document; As per ATC Document; As per ATC Document; As per ATC Document; Yes , Bulk SMS Service (Version-2) - OTP SMS; International SMS; Very High; As per ATC Document; As per ATC Document; As per ATC Document; As per ATC Document; As per ATC Document; Yes , Bulk SMS Service (Version-2) - Transactional SMS; Domestic SMS; Very High; As per ATC Document; As per ATC Document; As per ATC Document; As per ATC Document; As per ATC Document; Yes , Bulk SMS Service (Version-2) - Transactional SMS; International SMS; Very High; As per ATC Document; As per ATC Document; As per ATC Document; As per ATC Document; As per ATC Document; Yes , Bulk SMS Service (Version-2) - Promotional SMS; Domestic SMS; Normal; As per ATC Document; As per ATC Document; As per ATC Document; As per ATC Document; Yes
Contract Period/अनुबंध अवधि	5 Year(s)
Minimum Average Annual Turnover of the bidder (For 3 Years)/बिडर का न्यूनतम औसत वार्षिक टर्नओवर (3 वर्षों का)	50000 Lakh (s)
Years of Past Experience Required for same/similar service/उन्हीं/समान सेवाओं के लिए अपेक्षित विगत अनुभव के वर्ष	3 Year (s)
MSE Exemption for Years of Experience and Turnover/ अनुभव के वर्षों से एमएसई छूट	No

Bid Details/बिड विवरण	
Startup Exemption for Years of Experience and Turnover/ अनुभव के वर्षों से स्टार्टअप छूट	No
Document required from seller/विक्रेता से मांगे गए दस्तावेज़	Experience Criteria,Bidder Turnover,Certificate (Requested in ATC),Additional Doc 1 (Requested in ATC),Additional Doc 2 (Requested in ATC),Additional Doc 3 (Requested in ATC),Additional Doc 4 (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
Do you want to show documents uploaded by bidders to all bidders participated in bid?/	No
Bid to RA enabled/बिड से रिवर्स नीलामी सक्रिय किया	Yes
RA Qualification Rule	H1-Highest Priced Bid Elimination
Type of Bid/बिड का प्रकार	Two Packet Bid
Time allowed for Technical Clarifications during technical evaluation/तकनीकी मूल्यांकन के दौरान तकनीकी स्पष्टीकरण हेतु अनुमत समय	3 Days
Evaluation Method/मूल्यांकन पद्धति	Total value wise evaluation
Financial Document Indicating Price Breakup Required/मूल्य दर्शाने वाला वित्तीय दस्तावेज़ ब्रेकअप आवश्यक है	Yes
Arbitration Clause	No
Mediation Clause	No

EMD Detail/ईएमडी विवरण

Advisory Bank/एडवाइजरी बैंक	State Bank of India
EMD Amount/ईएमडी राशि	20000000

ePBG Detail/ईपीबीजी विवरण

Advisory Bank/एडवाइजरी बैंक	State Bank of India
ePBG Percentage(%) /ईपीबीजी प्रतिशत (%)	5.00
Duration of ePBG required (Months)/ईपीबीजी की अपेक्षित अवधि (महीने).	63

(a). 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./जेम की शर्तों के अनुसार ईएमडी छूट के इच्छुक बिडर को संबंधित केटेगरी के लिए बिड के साथ वैध समर्थित दस्तावेज प्रस्तुत करने है। एमएसई केटेगरी 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।

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

Beneficiary/लाभार्थी :

Chief General Manager -IT
Bank of Baroda, Baroda SUN Tower, Bandra Kurla Complex, Bandra East, Mumbai
(Chief Technology Officer It)

MII Compliance/एमआईआई अनुपालन

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

MSE Purchase Preference/एमएसई खरीद वरीयता	Yes
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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 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.

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:

- i. If number of technically qualified bidders are only 2 or 3.
- ii. If Buyer has chosen to split the bid amongst N sellers, and H1 bid is coming within N.
- iii. In case Primary product of only one OEM is left in contention for participation in RA on elimination of H-1.
- iv. 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

v. 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

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

Commercial Bid - [1736774158.xlsx](#)

Additional Qualification/Data Required/अतिरिक्त योग्यता /आवश्यक डेटा

Other Requirements if any. Also specify the documents to be uploaded by Service Provider in Compliance of this condition.:Please refer to ATC document for more details

This Bid is based on Least Cost Method Based Evaluation (LCS). The technical qualification parameters are:-

Parameter Name	Max Marks	Min Marks	Evaluation Document	Seller Document Required
Technical Proposal will be evaluated for technical suitability. Please refer technical evaluation criteria under ATC Document	100	80	View file	Yes

Total Minimum Passing Technical Marks: 80

Pre Bid Detail(s)

Pre-Bid Date and Time	Pre-Bid Venue
17-01-2025 15:00:00	<ul style="list-style-type: none">o Pre bid meeting will be held online through Microsoft Teams on 17th January 2025o Vendors can submit their pre-bid clarification / query to us through an email on rfp.it.procurement@bankofbaroda.com

Bulk SMS Service (Version-2) - OTP SMS; Domestic SMS; Very High; As Per ATC Document; As Per ATC Document; As Per ATC Document; As Per ATC Document; As Per ATC Document; Yes (4640700000)

Technical Specifications/तकनीकी विशिष्टियाँ

Specification	Values
Core	
Classification of Bulk SMS Services	OTP SMS
Type (territorial classification)of SMS Service	Domestic SMS
Priority attached with SMS	Very High
Name of the Telecom Service Provider (TSP)	As per ATC Document
Status Of Bulk SMS of Service Provider	As per ATC Document

Specification	Values
Delivery Time of SMS	As per ATC Document
Max Size of the SMS	As per ATC Document
Throughput per Second (TPS)	As per ATC Document
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	Date , Total SMSs received , Category of SMSs , Total success , Total failed/expired , Total of delivery report not received , Total invalid , Total DND , Total retry counts
Addon(s)/एडऑन	
Long Code Number Rental Required	NA
Virtual Mobile Number Required	NA
Additional Details/अतिरिक्त विवरण	
Consumption per month	77345000

Additional Specification Documents/अतिरिक्त विशिष्टि दस्तावेज़

Consignees/Reporting Officer/परेषिती/रिपोर्टिंग अधिकारी

S.No./क्र. सं.	Consignee Reporting/Officer/परेषिती/रिपोर्टिंग अधिकारी	Address/पता	Number of SMS Proposed for procurement during the contract period.	Additional Requirement/अतिरिक्त आवश्यकता
1	Sanjay Kumar Yadav	400051, Bank of Baroda, C-26, G-Block, Bandra-Kurla Complex, Bandar (East), Mumbai	4640700000	N/A

Bulk SMS Service (Version-2) - OTP SMS; International SMS; Very High; As Per ATC Document; As Per ATC Document; As Per ATC Document; As Per ATC Document; As Per ATC Document; Yes (22600000)

Technical Specifications/तकनीकी विशिष्टियाँ

Specification	Values
Core	
Classification of Bulk SMS Services	OTP SMS
Type (territorial classification)of SMS Service	International SMS
Priority attached with SMS	Very High
Name of the Telecom Service Provider (TSP)	As per ATC Document
Status Of Bulk SMS of Service Provider	As per ATC Document
Delivery Time of SMS	As per ATC Document
Max Size of the SMS	As per ATC Document
Throughput per Second (TPS)	As per ATC Document
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	Date , Total SMSs received , Category of SMSs , Total success , Total failed/expired , Total of delivery report not received , Total invalid , Total DND , Total retry counts
Addon(s)/एडऑन	
Long Code Number Rental Required	NA
Virtual Mobile Number Required	NA
Additional Details/अतिरिक्त विवरण	
Consumption per month	376667

Additional Specification Documents/अतिरिक्त विशिष्टि दस्तावेज़

Consignees/Reporting Officer/प्रेषिती/रिपोर्टिंग अधिकारी

S.No./क्र. सं.	Consignee Reporting/Officer/ परेषिती/रिपोर्टिंग अधिकारी	Address/पता	Number of SMS Proposed for procurement during the contract period.	Additional Requirement/अतिरिक्त आवश्यकता
1	Sanjay Kumar Yadav	400051, Bank of Baroda, C-26, G-Block, Bandra-Kurla Complex, Bandar (East), Mumbai	22600000	N/A

Bulk SMS Service (Version-2) - Transactional SMS; Domestic SMS; Very High; As Per ATC Document; As Per ATC Document; As Per ATC Document; As Per ATC Document; As Per ATC Document; Yes (315660400000)

Technical Specifications/तकनीकी विशिष्टियाँ

Specification	Values
Core	
Classification of Bulk SMS Services	Transactional SMS
Type (territorial classification) of SMS Service	Domestic SMS
Priority attached with SMS	Very High
Name of the Telecom Service Provider (TSP)	As per ATC Document
Status Of Bulk SMS of Service Provider	As per ATC Document
Delivery Time of SMS	As per ATC Document
Max Size of the SMS	As per ATC Document
Throughput per Second (TPS)	As per ATC Document
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	Date , Total SMSs received , Category of SMSs , Total success , Total failed/expired , Total of delivery report not received , Total invalid , Total DND , Total retry counts
Addon(s)/एडऑन	
Long Code Number Rental Required	NA
Virtual Mobile Number Required	NA

Specification	Values
Additional Details/अतिरिक्त विवरण	
Consumption per month	5261006667

Additional Specification Documents/अतिरिक्त विशिष्टि दस्तावेज़

Consignees/Reporting Officer/परेषिती/रिपोर्टिंग अधिकारी

S.No./क्र. सं.	Consignee Reporting/Officer/ परेषिती/रिपोर्टिंग अधिकारी	Address/पता	Number of SMS Proposed for procurement during the contract period.	Additional Requirement/अतिरिक्त आवश्यकता
1	Sanjay Kumar Yadav	400051, Bank of Baroda, C-26, G-Block, Bandra-Kurla Complex, Bandar (East), Mumbai	31566040000 0	N/A

Bulk SMS Service (Version-2) - Transactional SMS; International SMS; Very High; As Per ATC Document; As Per ATC Document; As Per ATC Document; As Per ATC Document; As Per ATC Document; Yes (4747800000)

Technical Specifications/तकनीकी विशिष्टियाँ

Specification	Values
Core	
Classification of Bulk SMS Services	Transactional SMS
Type (territorial classification) of SMS Service	International SMS
Priority attached with SMS	Very High
Name of the Telecom Service Provider (TSP)	As per ATC Document
Status Of Bulk SMS of Service Provider	As per ATC Document
Delivery Time of SMS	As per ATC Document
Max Size of the SMS	As per ATC Document
Throughput per Second (TPS)	As per ATC Document

Specification	Values
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	Date , Total SMSs received , Category of SMSs , Total success , Total failed/expired , Total of delivery report not received , Total invalid , Total DND , Total retry counts
Addon(s)/एडऑन	
Long Code Number Rental Required	NA
Virtual Mobile Number Required	NA
Additional Details/अतिरिक्त विवरण	
Consumption per month	79130000

Additional Specification Documents/अतिरिक्त विशिष्टि दस्तावेज़

Consignees/Reporting Officer/परेषिती/रिपोर्टिंग अधिकारी

S.No./क्र. सं.	Consignee Reporting/Officer/परेषिती/रिपोर्टिंग अधिकारी	Address/पता	Number of SMS Proposed for procurement during the contract period.	Additional Requirement/अतिरिक्त आवश्यकता
1	Sanjay Kumar Yadav	400051, Bank of Baroda, C-26, G-Block, Bandra-Kurla Complex, Bandar (East), Mumbai	4747800000	N/A

Bulk SMS Service (Version-2) - Promotional SMS; Domestic SMS; Normal; As Per ATC Document; As Per ATC Document; As Per ATC Document; As Per ATC Document; As Per ATC Document; Yes (1316420000)

Technical Specifications/तकनीकी विशिष्टियाँ

Specification	Values
Core	
Classification of Bulk SMS Services	Promotional SMS

Specification	Values
Type (territorial classification)of SMS Service	Domestic SMS
Priority attached with SMS	Normal
Name of the Telecom Service Provider (TSP)	As per ATC Document
Status Of Bulk SMS of Service Provider	As per ATC Document
Delivery Time of SMS	As per ATC Document
Max Size of the SMS	As per ATC Document
Throughput per Second (TPS)	As per ATC Document
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	Date , Total SMSs received , Category of SMSs , Total success , Total failed/expired , Total of delivery report not received , Total invalid , Total DND , Total retry counts
Addon(s)/एडऑन	
Long Code Number Rental Required	NA
Virtual Mobile Number Required	NA
Additional Details/अतिरिक्त विवरण	
Consumption per month	219403333

Additional Specification Documents/अतिरिक्त विशिष्टि दस्तावेज़

Consignees/Reporting Officer/परेषिती/रिपोर्टिंग अधिकारी

S.No./क्र. सं.	Consignee Reporting/Officer/ परेषिती/रिपोर्टिंग अधिकारी	Address/पता	Number of SMS Proposed for procurement during the contract period.	Additional Requirement/अतिरिक्त आवश्यकता

S.No./क्र. सं.	Consignee Reporting/Officer/ परेषिती/रिपोर्टिंग अधिकारी	Address/पता	Number of SMS Proposed for procurement during the contract period.	Additional Requirement/अतिरिक्त आवश्यकता
1	Sanjay Kumar Yadav	400051, Bank of Baroda, C-26, G-Block, Bandra-Kurla Complex, Bandar (East), Mumbai	13164200000	N/A

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

1. Buyer Added Bid Specific ATC

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

Disclaimer/अस्वीकरण

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.

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 [General Terms and Conditions/सामान्य नियम और शर्तें](#), 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 General Terms and Conditions/सामान्य नियम और शर्तें is contradicted by the conditions stipulated in Service Level Agreement, then it will over ride the conditions in the General Terms and Conditions.

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./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।

---Thank You/धन्यवाद---