



EBU/ TN/Customized SMS/II

dated 9 /06/2014.

To

All Heads of SSA.

Sub: Popularisation of Customized SMS-reg.

Customised package developed by EB Cell for sending transactional SMS for the customers of schools, college, companies is in use for the last three years. Revenue earned through this CSMS package is on the increase every month. Still lot of potential for growth will be available in the market considering the response from the customers.

Based on the feedback from customers, EB Cell has launched Web based Customised Package with more user friendly features . SMS can be sent as

- 1.Single SMS
2. Multi SMS
- 3.Group SMS
4. Member SMS
5. Data File Upload method through portal.

In addition, this package can be merged with the company's own application software through patch.

The existing server in EBCELL is fine tuned and the rate of sending of SMS is increased from 120 SMSs per sec to 650 SMSs per second. Hence server can be effectively utilized by adding more customers for sending SMS.

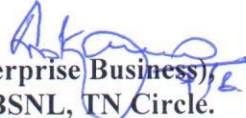
The new CSMS package is mainly developed for grabbing new business from Schools/Colleges/Institutions and companies having more employees strength since more groups and members can be formed and messages can be sent easily to the groups and members.

The minimum package available is Rs.2000 + Ser Tax for 10000 SMS per month. Higher monthly packages are also available. Annual packages are also available with the additional benefit of 10% increase in number of SMS.

User name and password are created individually to the SSAs and credit SMSs are also given for giving demo to the customers.

Hence it is requested to popularize the package and grab more additional business so that revenue in SMS value added service is increasing as there is heavy demand from customers.

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