



REQUEST FOR PROPOSAL (RFP)

For

PROVISIONING OF SMS SERVICES

A (01)/PSEB/2025-35

September, 2025

Pakistan Software Export Board
Ministry of Information Technology & Telecom
6th Floor, Plot No 61, New State Life Tower, Blue Area,
Islamabad.



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1. PAKISTAN SOFTWARE EXPORT BOARD, AN INTRODUCTION

Pakistan Software Export Board (PSEB) is the entity within the Government charged with the task of accelerating growth in the Information Technology (IT), and Information Technology enabled Services (ITeS) industry. PSEB is a guaranteed limited company owned and funded by the Government of Pakistan under the administrative control of the Federal Ministry of Information Technology and Telecommunications. Through its many support programs, PSEB helps Pakistani IT companies and IT professionals obtain a more significant share of the global IT and ITeS market.

2. INSTRUCTIONS FOR BIDDERS

The bidders shall provide SMS Services for the financial year 2025-2026 to Pakistan Software Export Board (PSEB) after the signing of the Purchase Order, as per the specifications.

3. ELIGIBLE SERVICES

The quoted SMS Subscription Package must comply with the specifications mentioned under Scope of Services of this RFP.

4. EVALUATION MANDATORY CRITERIA

Bids shall comprise the following documents. Following specific criteria would be assessed for evaluation of the bidders

Category	Description	Points
Legal (Mandatory)	Valid Income Tax Registration	Mandatory
	Valid Sales Tax Registration (Status = Active with relevant authority)	Mandatory
	Single undertaking on Rs. 100/- stamp paper covering following aspects: <ul style="list-style-type: none">• The firm is not blacklisted by any provincial or federal government department, agency, organization, or autonomous body anywhere in Pakistan.• Compliance to the scope of services mentioned in this document.• In full compliance of the Execution Schedule and Delivery Period mentioned in this document.	Mandatory
License (Mandatory)	<ul style="list-style-type: none">• Valid relevant licensing from PTA.	Documentary evidence to be provided.



Note: Bidders unable to fulfill the above criteria will be disqualified. The bidder with the lowest quoted price meeting the SMS services requirements will be declared successful.

5. BID PRICES

Prices must be quoted in Pakistan Rupees (PKR), inclusive of all applicable taxes, in accordance with Government law.

6. REJECTION OF BIDS

The procuring agency may reject all bids or proposals at any time prior to the acceptance of a bid or proposal, as per PPRA Rule #33.

7. SERVICE ACTIVATION TIMELINE

The service must be activated and integrated within 7 working days after issuance of the Purchase Order.

8. PROCUREMENT PROCEDURE

Single Stage One Envelope procedure will be followed for this procurement.

9. DURATION OF THE CONTRACT

The Contract duration is initially for the period of one (01) year starting from award letter and extendable for next two (02) years on annual basis subject to provisioning of satisfactory services by the Contractor. The contract duration shall purely be dependent upon end user satisfaction regarding provision of services by the Contractor and the Contract may not be renewed if said provision of services is not up to the mark.

10. LIQUIDATED DAMAGES

If the Contractor fails / delays in performance of any of the obligations, under the Contract / violates any of the provisions of the Contract / commits breach of any of the terms and conditions of the Contract, the Purchaser may, without prejudice to any other right of action / remedy it may have, deduct from the Contract Price, as liquidated damages, a sum of money @0.25% of the Contract Price which is attributable to such part of the Services, in consequence of the failure / delay, be put to the intended use, for every day of the non-compliance, with any extension of time thereof granted by the Purchaser. Furthermore, the deductions against any non-compliance of service levels shall be made as given below: -



- i. If up time is 99% or higher per month, no penalty shall be imposed.
- ii. If up time is below 99% per month, penalty shall be imposed at the rate of 0.25% of monthly charge.

Provided the amount so deducted shall not exceed, in the aggregate 10% of the Contract Price.

11. GENERAL TERMS AND CONDITIONS

1. Vendor will be responsible for ensuring uninterrupted SMS services and integration with PSEB systems.
2. Only one rate shall be allowed; multiple rates in the bid will not be admissible.
3. The bid validity period shall be 90 days.
4. Bidder is required to submit bid security in the shape of pay order/ demand draft against an amount of **Rs. 10,000/-** in favor of Pakistan Software Export Board. The price should be quoted as per format given in bidding document.
5. Earnest money of unsuccessful bidders will be refunded after completion of the process.
6. The successful bidder will provide a **performance bond equal to 5%** of the quoted price after receiving the Purchase Order.
7. No advance payment will be made; payments will be post-paid based and on actual consumption.
8. After the due date and within the Bid Validity period, if the Bidder intends to withdraw from the procurement process the bid security shall stand forfeited in favor of PSEB.
9. Bids must be submitted electronically through EPADS (PPRA). For registration and training on EPADS or in case of any technical difficulty in using EPADS, prospective bidders may contact PPRA Team, Director MIS Room No.109, 1st Floor, FBC building Sector G-5/2, Islamabad. Contact Number 051-111-137-237.
10. The bids, prepared in accordance with the instructions in the bidding documents along with bid security instrument Pay order/bank draft in favor of Pakistan Software Export Board (Copy) & Proof of Eligibility documents as specified in bid documents must be submitted through EPADS by **13th October, 2025 at 03:00PM** and will be open on the same date at **03:30PM**
11. Original Bid Security instrument **MUST BE** submitted to the under signed before closing hours of the bid submission time.



12. MAILING ADDRESS

Title/Position:	Manager Procurement
Telephone:	+92-51-9202295
Email address:	jkhan@pseb.org.pk
Official Postal address:	Pakistan Software Export Board (PSEB) Ministry of Information Technology & Telecom, 6 th Floor, Plot No 61, New State Life Tower, Blue Area, Islamabad.

13. SCOPE / SPECIFICATIONS OF SERVICES

Sr. #	Item	Requirements	Tentative Quantity per month
1	SMS Services	<p>3.1 SMS Services:</p> <ul style="list-style-type: none"> • Type of SMS: Informational / Transactional • The quantity given is a tentative quantity per month and may increase or decrease as per actual requirement. • The minimum SMS per month can be 6000. • Utilization: SMS will be availed as per actual requirement. <p>3.2 Payment Terms</p> <ul style="list-style-type: none"> • Payment Mode: Post-paid (based on actual consumption per month). <p>3.3 Technical Requirements</p> <ul style="list-style-type: none"> • Secure and reliable API integration for PSEB web portal. • SMS delivery reporting mechanism (Delivery Reports). 	16,000

Notes:

- I. The Contractor shall provide 24/7 dedicated Support Services for the service users.
- II. Integration with all existing telecom operators for successful SMS delivery

14. PRICE TABLE

Description of Services	Tentative QTY per month (1)	Unit Price Per SMS (Incl. all Tax) if applicable, PKR (2)	Total Price per month (No. of SMS* Price Per SMS (incl. all Taxes)) PKR (3=1*2)	Total Price for 1 year (Total Price per month (incl. all Taxes) *12 months) PKR (4=3*12)
<i>SMS Services</i>	16,000			

Notes:

- I. The prices must be quoted in Pakistan Rupees (PKR); the quoted prices should include all applicable taxes as per government laws.
- II. The Financial Proposal/bid shall not have any over writings or cutting.
- III. The quantity given above is for reference only and it may increase or decrease as per actual requirement. However, payment shall be made against actual consumption only.
- IV. Billing shall start from the date of activation of services and payment shall made on monthly basis.
- V. Payment will be clear within 30 days. In a special case the contractor will provide leverage of 3 months or 90 days.
- VI. Billing Cycle will be from 1st to last calendar day of every month.
- VII. Any change for increase of taxes by the Government will not affect the current prices.