



## Technical & Financial Proposal of Short Message Service (SMS)

### Prepared By:

Md. Rohan (Project Manager)

Contact No.: +88 01771-503504, +88 01965-030602

Email: info@tense.com.bd, tenseltd@gmail.com

### Prepared For:

The Name of Company: .....

Contact Person: .....

Phone/Mobile: .....

Email: .....


Address: .....



## Contents

Tense Limited Overview.....	3
Our Clients.....	4
What is SMS-Marketing? .....	5
Who Can Use SMS Marketing? .....	5
SMS Text Character Limit:.....	5
A. English SMS: .....	5
B. Bangla SMS:.....	6
What you will get in report? .....	6
Some Important Information:.....	6
All Mobile Telecom Integration .....	6
Service Guarantee:.....	6
Service required Documents.....	8
Taxes and Surcharges.....	8
Governing Law .....	8
Secure Transaction in all Payment.....	8
Payment Procedure: .....	8
bKash Payment (Marchant Account):.....	8
Our Database Details .....	9
Category Wise Database .....	10
Dhaka Area:-.....	12
Gazipur Area:- .....	13
Chittagong Area:-.....	13
Sylhet Area:-.....	13
Comilla Area:-.....	13
Khulna Area:-.....	14
Rajshahi Area:- .....	14
Barishal Area:-.....	14
Bogra Area:- .....	15
Mymansingh Area:-.....	15

## Tense Limited Overview

Name of Company	<b>Tense Limited</b>
Year Established	24 <sup>th</sup> February, 2018
Type of Business	Private Limited Company
Business Function	Website and Software Design & Development, Mobile Apps, Digital Marketing, Multimedia Solutions, Content Writing, Graphics & Logo Design, Business Consultancy & Service Provider and ICT Training.
Founders & Board of Members	<ul style="list-style-type: none"> <li>❖ Irin Sultana Tithi - Chairman</li> <li>❖ Md. Rasel – Managing Director &amp; CEO (Founder)</li> </ul>
Bangladesh Regional Office	<b>Corporate:</b> 09, Sultana Razia Road, College Gate, Tongi-1711, Gazipur City, Bangladesh. <b>Branch:</b> 56, Garib-e-Nawaz Avenue, Sector# 13, Uttara, Dhaka-1230, Bangladesh.
Members of	<ul style="list-style-type: none"> <li>✓ Bangladesh Association of Software &amp; Information Services (BASIS)</li> <li>✓ E-Commerce Association of Bangladesh (ECAB)</li> </ul>
Departments	Software, Website, Domain & Hosting, Digital Marketing, Business Development, Admin & Accounts
Total Employees	15 (Fifteen) Employees
Website Address	<a href="http://www.tense.com.bd">www.tense.com.bd</a>
Company Email	Information Desk: info@tense.com.bd, sales@tense.com.bd Support Desk: support@tense.com.bd, tenseld@gmail.com
Company Phone	(+88) 02-9810449
Company Hotline	Hotline: +8801965030602, Sales & Support: +8801771503504
Areas of Expertise	Website Development, Software Development, Mobile Apps, Graphics Design, Email Marketing, SMS Marketing, Facebook Marketing, Content Writing & SEO, Customized Application Development
Market Coverage	Bangladesh, India, Canada, USA, UK.
Logo	
Motto	Think Outside the Circle!
Vision	To be a model of excellence as an Information & Communication Technology company that our Shareholders, Customers, Suppliers, Associates and Society would love to be associated with.
Mission	To understand our customers' business & technology issues and to deliver measurable tangible results through our experience in and commitment to a varied range of platforms and products, and with dedication to stay current with reliable & proven technologies, to maximize the value of our services to our customers and to develop a competent and highly motivated workforce.
Bank Information	Bank Account Name: Tense Limited Bank Account Number: 1311020006623 Bank Name: Al-Arafah Islami Bank Limited Branch Name: Tongi Branch, Gazipur-1711, Bangladesh. Routing Number: 015331630



09, Sultana Razia Road  
College Gate, Tongi-1711  
Gazipur City, Bangladesh



info@tense.com.bd  
tenseld@gmail.com



www.tense.com.bd



+88 02-9810449  
+88 01771-503504

## Our Clients





## What is SMS-Marketing?

It's hard to find a person in the 21<sup>st</sup> century is not using a mobile phone. Mobile phone is the most common device to communicate all around the world. Short Message Service (SMS) is one of the best features all mobile phones have. Keeping the popularity in mind now a day business marketing development Experts have introduced a new era in online marketing strategy.

## Who Can Use SMS Marketing?

SMS marketing can be done for any kind of purpose, if any information needs to be sent. It can be used for Meeting Invitation, Election, a New Business in the Market, Conference, New and Existing Promotion, Social Work etc. Bulk SMS Service - Advertising & Event Management, Airlines, Automobiles, Banking, Consumer Durables, Courier & Logistics, Ecommerce & Portals, Education, FMCG, Hotels & Resorts, Insurance, Media & Entertainment, Placements & Consultants, Real Estate, Retail, Stock Broker, Tours & Travels, Web, CRM & ERP etc. Every category can do SMS marketing from small business to big business, from social work to office work every category can do SMS marketing for best and quick response from readers.

## SMS Text Character Limit:

### A. English SMS:

- ✓ 01 - 160 Characters = 1 SMS Count
- ✓ 161 - 306 Characters = 2 SMS Count
- ✓ 307 - 459 Characters = 3 SMS Count



## B. Bangla SMS:

- ✓ 01 - 70 Characters = 1 SMS Count
- ✓ 71 - 134 Characters = 2 SMS Count
- ✓ 135 - 201 Characters = 3 SMS Count

## What you will get in report?

- All Number with Delivery Report (3 Number will be Replaced by XXX)
- Undelivered Report
- Failed Report
- Campaign Cost

## Some Important Information:

- ✓ You can ensure your SMS marketing from the report or visiting our office or from response.
- ✓ We do not provide Mobile Number.
- ✓ We do not sale Mobile Number.
- ✓ We only send SMS by using our Software and Server.
- ✓ We can operate the SMS marketing from anywhere.

## All Mobile Telecom Integration



## Service Guarantee:

- ✚ 98.95% percent uptime calculated on a yearly basis.
- ✚ 24x7x365 service Customer support.
- ✚ Severity based Service Level Guarantee with optimum escalation mechanism.

## Non-Masking & Masking SMS Packages:

SMS Quantity	Non-Masking Price/ SMS	Masking Price/ SMS
10,00,000 – Above	0.12 Taka	0.40 Taka
5,00,000 – 9,99,999	0.15 Taka	0.42 Taka
1,00,000 - 4,99,999	0.18 Taka	0.45 Taka
50,000 - 99,999	0.20 Taka	0.48 Taka
10,000 - 49,999	0.23 Taka	0.50 Taka
5,000 - 9,999	0.25 Taka	0.55 Taka

### Terms & Conditions:

- ❖ All Prices are Excluding of VAT, Taxes + SD & Others Charges as per government rule.
- ❖ The Payment Mode Pre-Paid System and will go to “**Tense Limited**” Account Pay Cheque or Cash / Mobile Banking.
- ❖ When active the penal, need first payment and No Return Policy of any payment.
- ❖ Tense Limited can cancel the project at any time, without any issues with refund rested amount to the concerned Client.
- ❖ Tense Limited will not responsible for any kind of Data Entry or any Data Migration.
- ❖ Copy of Trade License, eTIN and Certificate of Incorporation.
- ❖ Tense Limited SMS blast should not be used for international OTP activation purpose example: google, Yahoo, Facebook, Whats app, Viber etc.
- ❖ Illegal or rules violate text can't be send, if any distress arise then Concern company is liable for it.
- ❖ It is advised to avoid pushing SMS at odd hours.
- ❖ 100% advance payment of required amount on work order.
- ❖ The SMS account balance is non-refundable.
- ❖ Subscriber number format is <09612-XXXXXX, 01816-XXXXXX>
- ❖ Use of SMS for circulating any antinational content or offensive content is advised to be prohibited. Bulk SMS Customer will be responsible for content of the SMS.

## Service required Documents

Using the Long Code, or any masking confirmed by TENSE LIMITED (with documented approval letters from the concerned company/entity), Service Provider will send SMS to support their business requirements detailed as below:

1. Duly filled up Signup form or Agreement Paper.
2. Updated Business Trade License Copy
3. Copy of National ID/Passport
4. Personal Passport Size Photo
5. Authorization Letter

## Taxes and Surcharges

Rates are inclusive of Value Added Tax (VAT) and any other applicable use, excise, gross receipts, sales and privilege tax, duties, fees, surcharges or any other applicable tax or liability. Neither Party shall be liable for any taxes based on the other Party's net income.

## Governing Law

The Agreement and any matters relating hereto shall be governed by and construed in accordance with the laws of Bangladesh.

## Secure Transaction in all Payment

### Payment Procedure:

- ✚ Bank Account Name: Tense Limited
- ✚ Bank Account Number: 1311020006623
- ✚ Bank Name: Al-Arafah Islami Bank Limited
- ✚ Branch Name: Tongi Branch, Gazipur-1711, Bangladesh.
- ✚ Routing Number: 015331630

### bKash Payment (Marchant Account):

1. Dial \*247#
2. Choose Payment
3. Enter Number: 01771503504. Enter the amount you want to send.
4. Enter a reference about the transaction.
5. Now enter your bKash Mobile PIN.



## Our Database Details

Item Descriptions	Total Phone Numbers
Top Level Management (MD, CEO, CTO)	40,000
Mid To High Level Management	60,000
Corporate High Profile Mobile Users	4,50,000
High Profile Businessmen (Revenue 1 CR To 100 CR)	10,000
People from the Corporate World With At Least 5-10 Years JOB With Good Salary	30,000
Eye Hospital Patients	1,70,000
Insurance Clients (High Profile Clients)	55,000
E-Commerce (Merchant, Sellers)	1,10,000
IELTS, Student Consultancy	3,50,000
GP STAR Users (All Over Bangladesh, Area-wise)	10,50,000
Bankers (Govt. & Private Bank Employees)	3,50,609
Mobile Company Employees (All Mobile Operators)	10,000
Medical Doctors	45,000
The Institution of Engineers, Bangladesh (Members)	25,000
Institute of Architects Bangladesh (Members & Associates Members)	4000
The Institute of Chartered Accountants of Bangladesh (ICAB)	1500
Student Consultancy Firms	500
Bangladesh Association Of International Recruiting Agencies (BAIRA) Members	1500
Bangladesh Agro-Processors' Association (BAPA) Members	200
Bangladesh Association Of Call Center and Outsourcing (BACCO) Members	100
Buying House	300
Garments & Apparel	200
ICT Industry Leaders	250
Bangladesh Society of Medicine Members	400
Shippers Council of Bangladesh	200
Tour Operators Association of Bangladesh	600
Roads and Highways Engineers	450
GP VIP Numbers	529
Gold/Diamond Shop Customers	12,000
Card Holders (VISA, Master, DEBIT/CREDIT)	50,000

E-Commerce Buyers	50,000
Association of Travel Agents (ATAB)	2500
Automobile	1000
Bangladesh Freight Forwarders Association (BAFFA)	1000
Famous Photographers & Photography Studios in BD	1210
Beauty Parlor and Spa	500
Bangladesh Garments Accessories & Packaging Manufacturers & Exporters Association (BGAPMEA)	500
e-commerce Association of Bangladesh (e-cab)	400
Book shops	1500
Bangladesh Organic Products Manufacturers Association (BOPMA)	100
Building and Constructions	1000
Electronics	3500
Event Management	500
Furniture and Various Promotions	1,80,000
ICT (Information & Communication Technology)	80,000
Mobile Brand Shops, Repairing Services	4500
Restaurants	2000
Travel & Tours	1000
Baby Food, Buying House, Super & Flower Shops, Glass & Aluminum, GOVT. ORG	5,000
Health & Fitness, Hotel & Hospitals, Jewelers, Legal Services, OSB, Pharmacy, Tailors & Others	5,000

## Category Wise Database

### Club Member – 27146

1. Dhaka Club Ltd.-1736
2. Uttara Club Limited - 1578
3. Gulshan Club - 2128
4. Dhanmondi club - 1889
5. Chittagong club - 1865
6. Kurmitola Golf Club - 1778
7. National Press Club - 4125
8. Dutch Club - 346

### VIP – 27146

1. Company owner: 145,023
2. Top management (CEO, CTO, COO, DIRECTOR): 161,761
3. Mobile bill more than 2000 taka per month: 32,75,314
4. Government top employee: 23,112
5. Doctors: 76,485
6. Advocate and Barrister: 22,291
7. Engineer: 23,993
8. Dhaka Reporters unity: 4218



<ul style="list-style-type: none"> <li>9. The German Club Dhaka-588</li> <li>10. Raowa Club Ltd. – 3996</li> <li>11. Unesco Clubs - 853</li> <li>12. Rotary - 4590</li> <li>13. Savar Golf Club - 609</li> <li>14. Canadian Club-1189</li> <li>15. Astronomy Clubs - 1698</li> <li>16. Bangladesh Lions Foundation - 2508</li> <li>17. APPAREL MERCHANDISER CLUB - 990</li> <li>18. American Club - 1865</li> <li>19. Nordic Club - 567</li> <li>20. Bhatiary Golf and Country Club - 954</li> <li>21. Bhatiary Golf Club - 1000</li> <li>22. Lions Club - 1000</li> <li>23. Rotary Club - 500</li> <li>24. Rawa Club - 3500</li> </ul>	<ul style="list-style-type: none"> <li>9. Chartered accountant: 1734</li> <li>10. Bar associates: 2,653</li> </ul>
<p><b>Organization Member – 42863</b></p> <ul style="list-style-type: none"> <li>1. The Federation of Bangladesh Chambers of Commerce-FBCCI - 3251</li> <li>2. Dhaka Chamber of Commerce &amp; Industry - 6065</li> <li>3. The Sylhet Chamber of Commerce - 1678</li> <li>4. Bangladesh Women Chamber of Commerce - 483</li> <li>5. Bangladesh - International Chamber of Commerce - 1875</li> <li>6. American Chamber of Commerce in Bangladesh - 2256</li> <li>7. Canada Bangladesh Chamber of Commerce - 1893</li> <li>8. France Bangladesh Chamber of Commerce &amp; Industry (CCIFB) - 1778</li> <li>9. Foreign Investors' Chamber of Commerce and Industry (FICCI) - 492</li> <li>10. Bangladesh German Chamber of Commerce &amp; Industry - 785</li> <li>11. Nordic Chamber of Commerce and Industry Bangladesh - 994</li> <li>12. Bangladesh Malaysia Chamber of Commerce and Industry - 144</li> </ul>	<p><b>Association – 45286</b></p> <ul style="list-style-type: none"> <li>1. Association of Air Cargo Agents of Bangladesh - 1134</li> <li>2. Tour Operators' Association of Bangladesh - 750</li> <li>3. Bangladesh Garments Manufacturers &amp; Exporters (BGMEA)- 5886</li> <li>4. Bangladesh Textile Mills Associations (BTMA)-2225</li> <li>5. Bangladesh Drug Shilpa Samiti - 448</li> <li>6. Bangladesh Bread, Biscuit &amp; Confectionery Manufacturers-276</li> <li>7. Bangladesh Computer Samity (BCS)-2094</li> <li>8. Bangladesh Association of Software &amp; Info Services (BASIS)-1283</li> <li>9. Bangladesh Association of Construction Industry (BACI)-664</li> <li>10. Bangladesh Association of Consulting Engineers (BACE) -983</li> <li>11. Bangladesh Corrugated Carton Manufacturers Association-1273</li> <li>12. Bangladesh Electronics Manufacturers Association-3872</li> <li>13. Bangladesh Finished Leather Products Exporters Association-1523</li> <li>14. Bangladesh Fruits, Vegetables Exporters Association-1976</li> <li>15. Bangladesh G.P &amp; C,I Sheet Manufacturers Association-702</li> <li>16. Bangladesh Hosiery Association-995</li> <li>17. Bangladesh Jute Products Association-2853</li> <li>18. Bangladesh Knitwear Manufacturers Association (BKMEA)-2057</li> <li>19. Bangladesh Plastic Products Manufacturers Association-1886</li> <li>20. Bangladesh Re-rolling Mills Association-1556</li> </ul>



- |   |  |
|---|--|
| 13. Metropolitan Chamber of Commerce and Industry, DHK- 2245      | 21. Bangladesh Ship Beaker's Association-991                       |
| 14. Chittagong Chamber of Commerce & Industry - 2887              | 22. Bangladesh Terry Towel & Linen Manufacturers-559               |
| 15. India-Bangladesh Chamber of Commerce and Industry - 2290      | 23. National Association of Small & Cottage Industries-887         |
| 16. Bangladesh American Chamber of Commerce - 1388                | 24. Real Estate & Housing Association of Bangladesh (REHAB)-2086   |
| 17. Japan-Bangladesh Chamber of Commerce and Industry - 998       | 25. Bangladesh Cold Storage Association-1167                       |
| 18. Dutch - Bangla Chamber of Commerce & Industry - 943           | 26. Bangladesh Scientific Instruments Dealers Association-665      |
| 19. Wales Bangladesh Chamber of Commerce -332                     | 27. Bangladesh Bi-cycle & Parts Manufacturers Association-1523     |
| 20. Korea Bangladesh Chamber of Commerce and Industry- 455        | 28. Bangladesh Craft and Giftware Exporters Association-764        |
| 21. Switzerland – Bangladesh Chamber of Commerce and Industry-733 | 29. Bangladesh Finished Leather & Leather Goods Association-901    |
| 22. Khulna Chamber of Commerce & Industry -478                    | 30. Bangladesh Fruits Vegetables & Allied Products Association-783 |
| 23. SAARC Chamber of Commerce & Industry-4224                     | 31. Bangladesh Handicrafts Manufacturer's Association-889          |
| 24. Turkey-Bangladesh Chamber of Commerce and Industry-556        | 32. Bangladesh Jewelry Manufacturers & Exporters Association-1903  |
| 25. Barisal Chamber of Commerce & Industry-1194                   | 33. Bangladesh Tea Association-848                                 |
| 26. Rajshahi Chamber of Commerce & Industry-887                   | 34. Businessmen Association (BMBA)-687                             |

## Dhaka Area:-

Ashulia - 303445	Hatirpool - 206691	Nawabgonj - 126589
Badda - 327288	Keraniganj - 263173	Pallabi - 270523
Baipayl - 268083	Khilgaon - 272922	Ramna - 191977
Cantonment - 339163	Kotwali - 141031	Savar - 301471
Dakshinkhan - 149620	Lalbag - 187950	Shyampur - 267535
Demra - 219933	Manikganj - 404748	Sirajdikhan - 221178
Dhamrai - 325858	Mirpur - 287643	Sonargaon - 156312
Dhanmondi – 238141	Mohammadpur - 242983	Tejgaon - 134496
Fatullah - 257709	Motijheel - 209380	Uttara Metro - 290070
Gulshan - 330862	Munhigonj Sadar - 186567	
Hajaribag - 258315	Narayanganj - 226797	



## Gazipur Area:-

Gazipur Sadar - 280970	Kaligonj - 151753	Sreepur - 336541
Kaliakair - 301430	Konabari - 329911	Tongi - 385533

## Chittagong Area:-

Anwara - 25780	Hathazari - 42352	Raipur - 66106
Bakalia - 63202	Hatiya - 61904	Ramganj - 175077
Begumganj - 64262	Kaptai - 26676	Ramgati - 62028
Chakaria - 44793	Khagrachhari - 33941	Rangamati - 24133
Companiganj - 33050	Khulshi - 62669	Raozan - 39987
Cosx Bazar Sadar - 46400	Lakshmipur Sadar - 193819	Sandwip - 37822
Ctg Kotwali - 62434	Maheshkhali - 27068	Satkania - 41843
Fatikchhari - 34396	Noakhali Sadar - 104112	Sitakunda - 64881
Feni Sadar North - 65732	Panchlaish - 70661	Sonagazi - 39637
Feni Sadar South - 60026	Patenga - 162245	Sonaimuri - 102363
Halishahar - 146743	Patiya - 63532	Teknaf - 28111

## Sylhet Area:-

Beani Bazar - 318351	Jagannathpur - 261365	Sreemangal - 231510
Chhatak - 202853	Kanaighat - 111925	Sunamganj Sadar - 233990
Chunarughat - 154155	Kulaura - 320049	Sylhet Outer - 385418
Derai - 127059	Madhabpur - 144378	Sylhet Sadar East - 368593
Golabganj - 135911	Moulvibazar Sadar - 402020	Sylhet Sadar West - 322794
Habiganj Sadar - 168354	Nabiganj - 215565	

## Comilla Area:-

Ashuganj - 211701	Comilla Sadar - 42615	Madhobdi - 118824
Barura - 225452	Daudkandi - 105559	Muradnagar - 246206
Bhairab - 178318	Faridganj - 133105	Nabinagar - 122169



Brahmanbaria Sadar - 356522	Haziganj - 58083	Narsingdi Sadar - 341344
Burichang - 130428	Homna - 110127	Palash - 82432
Chandpur Sadar - 131386	Katiadi - 291672	Rupganj - 154481
Chauddagram - 93779	Laksam - 177541	Shahrasti - 112959

### Khulna Area:-

Abhaynagar - 197800	Jessore Sadar - 249597	Mohammadpur Khulna - 76320
Alamdanga - 105086	Jhenaidah Sadar - 205833	Morrelgonj - 118914
Bagerhat Sadar - 149752	Kalaroa - 186428	Muksudpur - 134067
Bheramara - 287088	Khulna Sadar - 93861	Narail Sadar - 97895
Chaugachha - 124740	Kumarkhali - 100344	Paikgacha - 126706
Chuadanga Sadar - 73800	Kushtia Sadar - 198964	Satkhira Sadar - 270244
Daulatpur - 95517	Lohagara - 115427	Shaikupa - 114438
Dumuria - 61392	Magura Sadar - 151758	Sharsha - 154267
Fakirhat - 85077	Maheshpur - 137444	Shyamnagar - 175451
Gopalganj Sadar - 196507	Meherpur Sadar - 158322	Sonadanga - 147679

### Rajshahi Area:-

Bagha - 305869	Gurudaspur - 250676	Pabna Sadar - 329250
Bagmara - 206300	Ishwardi Sadar - 372286	Patnitala - 291874
Bera - 256261	Joypurhat Sadar - 288669	Puthia - 259664
Chapai Nawabganj Sadar - 308678	Kalai - 208697	Shahjadpur - 263048
Godagari - 212476	Naogaon Sadar - 490687	Sirajganj Sadar - 331408
Gomastapur - 334274	Natore Sadar - 278851	Ullahpara - 369798

### Barishal Area:-

Barguna Sadar - 271782	Damudya - 134994	Patharghata - 170707
Barisal Metro - 576757	Faridpur Sadar - 269897	Patuakhali Sadar - 183604
Bhandaria - 116295	Galachipa - 278100	Pirojpur Sadar - 203893
Bhanga - 244710	Gournadi - 110635	Rajbari Sadar - 287001

Bhola Sadar - 229896	Hizla - 108205	Rajoir - 166842
Boalmari - 127693	Madaripur - 225918	Shariatpur - 188940
Char Fasson - 266047	Mathbaria - 109755	Wazirpur - 170409

#### Bogra Area:-

Adamdighi - 204772	Gobindaganj - 256278	Parbatipur - 155734
Birampur - 162600	Hatibandha - 193739	Pirganj - 195512
Birganj - 194004	Jaldhaka - 207566	Rangpur Sadar - 194609
Bogra Sadar (South) - 212579	Kaunia - 135966	Ranisankail - 206068
Bogra Sadar (West) - 191745	Kurigram Sadar - 250641	Saidpur - 152001
Debiganj - 164479	Lalmonirhat Sadar - 131090	Sherpur - 204142
Dinajpur Sadar (East) - 201916	Mithapukur - 340505	Shibganj - 214864
Dinajpur Sadar (West) - 197124	Nageshwari - 218663	Thakurgaon Sadar - 267214
Gabtali - 199339	Nilphamari Sadar - 187332	
Gaibandha Sadar - 246051	Panchagarh Sadar - 121709	

#### Mymensingh Area:-

Bakshiganj - 88456	Kalihati - 214415	Mymensingh Sadar - 258124
Bhaluka - 329482	Kendua - 153635	Netrokona Sadar - 141686
Durgapur - 104884	Kishoreganj Sadar - 171269	Pakundia - 137521
Ghatail - 237415	Konabari - 329910	Phulpur - 138198
Ishwarganj - 180050	Madhupur - 125587	Sakhipur - 207661
Islampur - 148730	Mirzapur - 268527	Sarishabari - 116086
Jalampur Sadar - 125560	Mohanganj - 136908	Sherpur Sadar - 146811
Kaligonj - 151753	Muktagachha - 181103	Tangail Sadar - 314270

## THANKS