

Start your own Bulk SMS Business in India



Offer for Franchise Partner/Reseller

By



A division of



ISHIKA TECHNOLOGIES PVT. LTD.

[An ISO 9001:2008 Certified Company]

AD-35, SALT LAKE
CITY, SECTOR 1,
KOLKATA - 700 064, INDIA
Ph. +91-33-40068960 / 40041848
Cell +91-9038260669
sales@ishikatech.com
www.ishikatech.com



'PoweredSMS.com', a SMS service division of **ISHIKA TECHNOLOGIES PRIVATE LIMITED**, is the India's leading Bulk SMS provider company. Ishika is an emerging leader in selective mass communication systems for sending SMS alerts.

We serve through innovative solutions for sending group SMS all over India via different gateway networks. We provide fast, personalized, scalable and reliable SMS solution which has multiple Services like **Promotional SMS, Transactional SMS, Voice SMS, Short Code, Long Code, Missed Call, OTP, API** etc. at low price as compared to others in India. Our Bulk SMS Service is fully compliant with Telecom Regulatory Authority of India (TRAI) norms.

We are into Bulk SMS services since last 16 years, serving over 2500 clients all over India. We are ISO 9001:2008 certified company, headquartered at Kolkata, India.



Bulk SMS Service ?

Bulk SMS services refer to the delivery of large number of SMS messages to a large group of customers within a few seconds. BulkSMS services are widely used by corporate, banks and businesses to send alerts, notifications, reminders and transaction details, etc.

Bulk SMS messaging is a legacy description for application-to-person SMS messaging services. It refers specifically to the sending of large number of SMS messages to the mobile phones of a predetermined group of recipients.

Today the application-to-person SMS messaging services have evolved to include bulk SMS messaging alongside the sending of single messages (such as one time passwords (OTP) and delivery notifications), interactive messaging (such as group messaging services), and incoming number services (such as mobile marketing campaigns, voting or information lines).

1.5 million+ companies in India need strong SMS players.

Significant of them are not even using SMS in a proper way. They need partners like you to educate them!

BULK SMS FEATURES



Bulk SMS Features:

Bulk SMS has been categorized into categories, what best you can do is choosing according to needs and business. We provide TRANSACTIONAL/PROMOTIONAL SMS service in India. What makes us best among all the rest is our innovation and dedication towards delivering our clients best, so they can get most out of their investments.

Transactional Bulk SMS

Transactional SMS service is mainly used for direct interaction between business & consumer. TRAI introduced this category to limit the unsolicited communication. The content of SMS decides its category usually transactional SMS are such messages that contain informative content: like banks update their registered customers about transaction, updating about live events , programs, meetings etc.

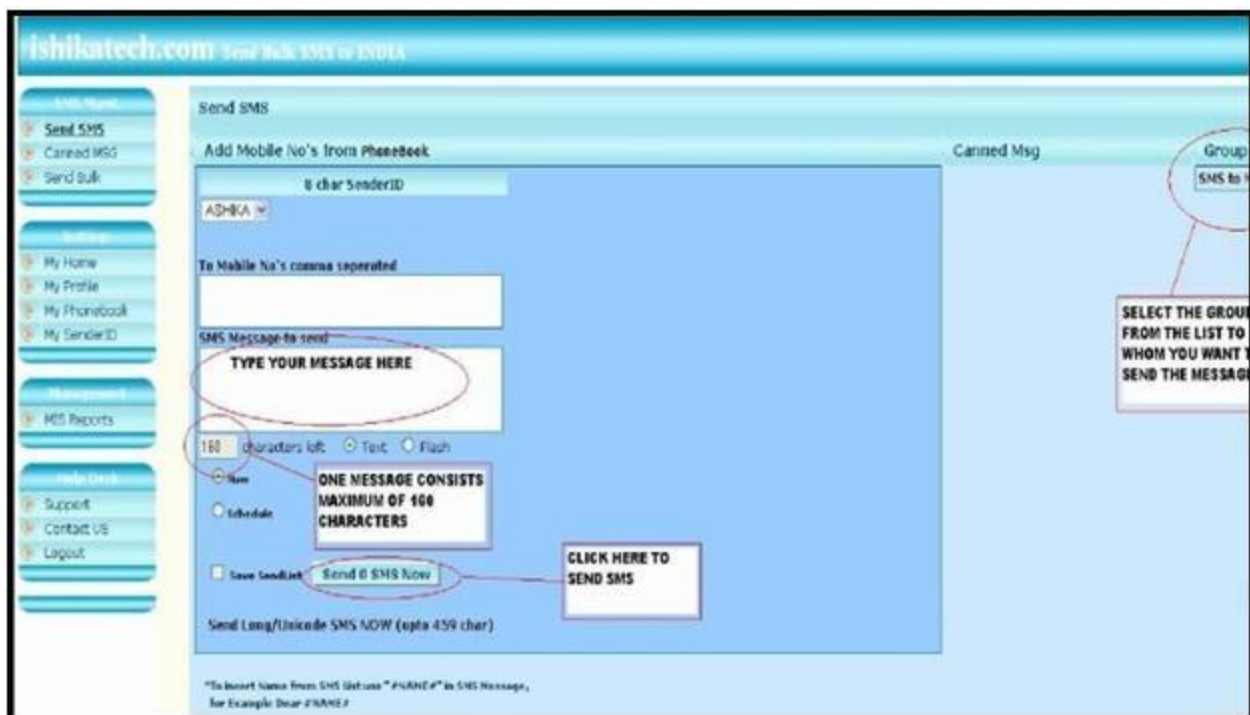
Promotional Bulk SMS Service

Promotional Bulk SMS service is used for business to generate sales and leads for your services. All what matters is the content you send to your audience to educate them about your offer, product or services. We believe that promotional SMS works as a bingo to brands.

Bulk SMS features	Promotional SMS (Premium gateway)	Transactional SMS (Premium gateway)
Delivery On DND	NO	Yes
Sender ID	YES	Yes
Sender-ID Format	LM-URNAME or LM-123456	LM-URNAME
DND Filtered	100%	NA
API	YES	YES
Delivery	Instant	Instant
Detailed Delivery Report	YES	YES
Activation Time	Instant	Instant
Service Timing	9 AM - 9 PM	24 Hrs.

Our Bulk SMS Panel features;

- Web Based Bulk SMS Service. No Software required.
- Single and Bulk Messaging - Grouping Functionality
- Send SMS one-by-one or by groups.
- Upload the number list from a text file or an excel sheet (Upload unlimited contacts to phone book)
- Message scheduling for later delivery.
- Instant Delivery of messages and online delivery MIS report (Track the history of bulk SMS sent.)
- Normal and Flash messaging
- Free Integration with your existing software/website.
- Unicode SMS - Send SMS in (Hindi, Bengali, Urdu or Marathi) etc.



Bulk SMS service - Ideal solution for any Business / Industry





Be a Franchise Partner/Reseller -Start your own Bulk SMS Business in India:

If you know the high potential of setting up your own SMS business that is Bulk SMS Service Provider, but you don't know where & how to start, you have to take your first step to contact us for franchise partnership.

Ishika Bulk SMS reseller program aims at empowering your core competencies by offering you a robust and scalable bulk SMS solution where you can leverage all your expertise without having to invest in infrastructure, technology and manpower.

We provide white label bulk SMS partnership program all across in India and we invite you to partner with us and start reselling bulk SMS services.

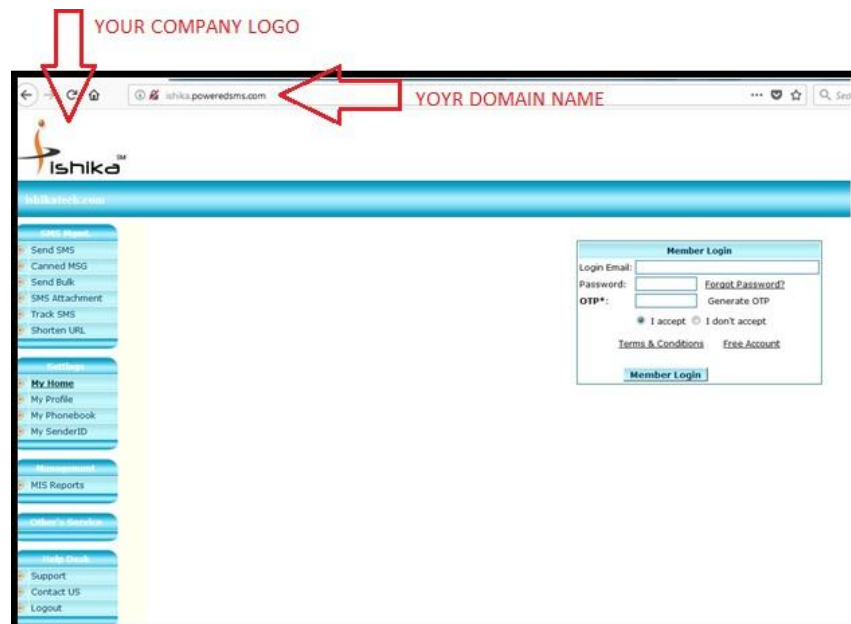
It has ample of benefits which involve 0% Percent loss and it gives an exposure of Market, clients, costing, operations etc.



What is white label partnership / resellership ?

Whitelabel resellership gives a user privilege to sell any services with their own brand name and setting their own price slabs. In white label resellership, the reseller is responsible for sales and support provided to their customers.

You get your own feature rich branded SMS website with admin access which allows you to manage your users & sub-resellers, create sender IDs, add SMS credits to your users etc.





- ✓ You can start your own branded SMS reseller website with our web server connectivity.
- ✓ You buy Bulk SMS credits from us at a wholesale price and then resell them to your customers in India in small batches at whatever price you want.
- ✓ The more customers you have, the more messages they send and the more messages you buy the lesser is your SMS cost. The higher the price per message you charge them, the more money you make.
- ✓ Partners sell directly to the end-user and are completely involved in the sales and closing process.
- ✓ Our reseller system is a complete end-to-end hassle free solution for resellers with dedicated server and control panel to manage the users account.
- ✓ We provide you with all backend services that you need to be successful in selling the Bulk SMS.



Program Features:

- Readymade online SMS panel (No Programming Required).
- Fully Branded Website under your name.
- No technical skill required. We will provide online TRAINING.
- Create unlimited Users/Partners/Dealers. An Account Creation tool, Master Account
- Set your own pricing.
- Assign Sender IDs to your Customers.
- Provide API to your users to send SMS.
- A secure connectivity to our SMSC infrastructure
- Web Interface to SEND SMS
- Free Excel Plug-in for your Customers to send SMS from Microsoft Excel.
- Desktop /Laptop/ Mobile handsets friendly Application
- Admin Interface to add/delete/modify users.
- DNC / DND and Opt In / out support



How to become a Partner/Reseller ?

Requirements:

- 1) Sign-up with us as a Franchise Partner / Reseller

- 2) Sign up with any reseller package
(buy sms credits - as per package required.)

- 3) No set-up Fee. No hidden cost
We just charge for the SMS credits you buy and nothing extra. No Setup fee or extra money is demand.

- 4) Domain name (new / existing) or sub-domain.

- 5) Work from home or office. Online service.

- 6) Laptop / desktop with internet



Reseller Pricing List

YOUR PURCHASE PRICE?

Promotional & Transactional SMS Pricing

SMS Quantity	Cost/SMS (paise)	Price	Validity
1 LacSMS	11 paise	Rs. 11,000	Unlimited
3 LacSMS	10.75 paise	Rs. 32,250	Unlimited
5 LacSMS	10.5 paise	Rs. 52,500	Unlimited

Note : 18% GST extra will be charged on every package.

Monthly Volume Discount also available.

For more info on high volume (above 10Lacs plans), please contact our Sales team at sales@ishikatech.com or call at +91 90382 60669.

Suggested Resell Pricing for your End Users / Clients:

SMS Quantity	Cost/SMS (paise)	Price	Validity
10,000 SMS	0.17p	Rs. 1,700	1 Year
50,000 SMS	0.15p	Rs. 7,500	1 Year
1 Lac SMS	0.13p	Rs. 13,000	1 Year
5 Lac SMS	0.12p	Rs. 60,000	1 Year

Note : 18% GST extra will be charged on every package.

CONTACT US FOR MORE DETAILS

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