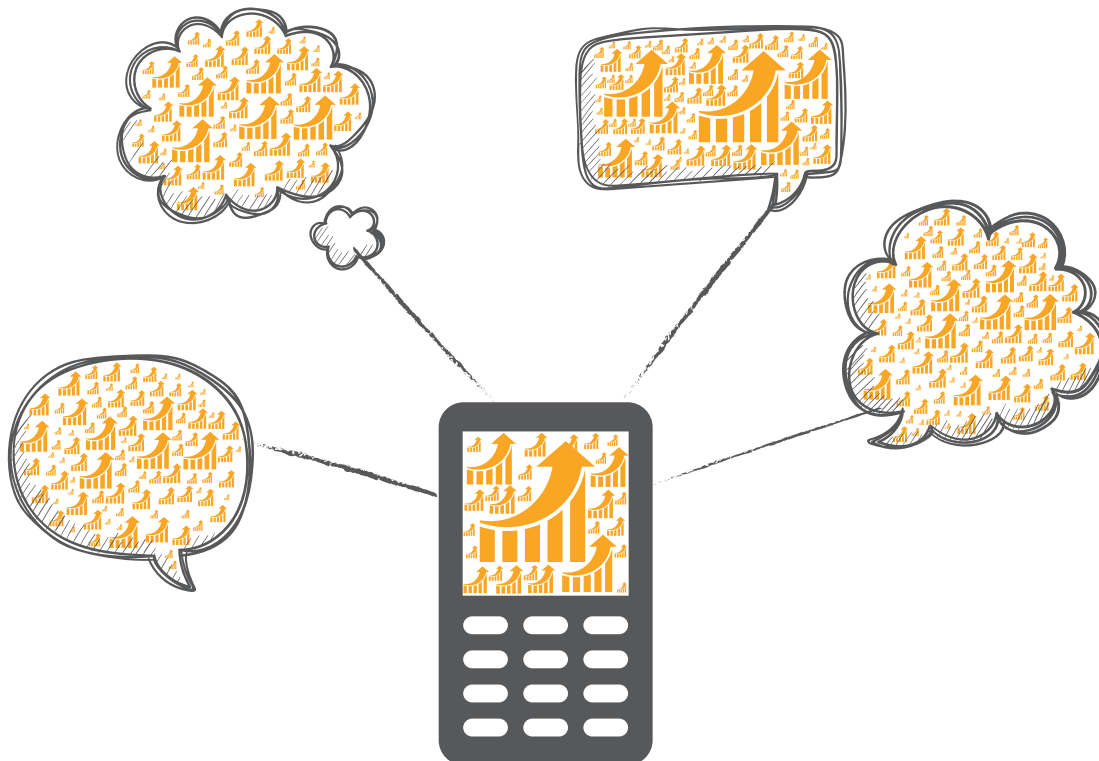


COMMUNICATED BY YOU,  
MANAGED BY US.

## SMS SOLUTIONS

There is an increasing need for businesses to communicate with their customers in a highly targeted and cost-effective manner. SMS based solutions provide scalable and cost-effective options that enable maximum reach at minimal costs.



### COST-EFFECTIVE BULK MESSAGING

Our SMS solution is a one-stop shop that takes care of all bulk messaging needs of an enterprise. Our service delivers a host of unique features like enhanced data security & customization to handle unique business requirements with round-the-clock support.

Transparency is enhanced with the billing platform charging solely on the basis of messages delivered to handsets.

- One-stop-shop for both, applications/API integration and simple connectivity needs
- Customization as per customer business requirement
- Control on costs with flexible pricing model and volume based discounting options
- Highest level of security
- Faster delivery of messages

## BUSINESS ADVANTAGES

### BULK AND INTERACTIVE SMS

Our messaging solutions come in two formats - Bulk and Interactive SMS. Our Bulk SMS is offered either as a simple web based application or API interface, as the case may be, and requires just an internet enabled PC to get started.

Using our APIs, integration is fast, simple and reliable. The APIs allow integration to any front-end or legacy system over standard protocols, with a direct connection to our gateway.

Interactive SMS or Unstructured Supplementary Service Data (USSD) is a GSM technology used to interact between a mobile and the Tata Tele Business Services network. The Interactive SMS can be either one way or interactive depending on the customer's requirements. While it is similar to conventional SMS in some ways, Interactive SMS cannot be stored on the mobile and the two way interactions happen between the application and the mobile during the session only.

### VARIANT COMPARISON

Features	Bulk SMS	Interactive SMS
Communication	One way	Two way
Cross operator	✓	✓
Storage	Store & forward	
Customization	✓	
API Integration	✓	
Analytics	✓	

### WHY OUR SMS SERVICES?

- Tata Tele Business Services provides dedicated capacity available, 24x7
- Trustworthy and transparent billing
- Charging basis delivery to handset only
- Flexible pricing model based on volumes
- Database and sender ID security
- SLA based on scenarios

## WHY US?

- With the widest suite of products & services, you don't need to look any further
- Our relationship managers & solution architects design what is best for you
- We are a dedicated team of over 2000 professionals working tirelessly to serve you
- Our reach is unparalleled with 125,000 km of network, 750+ partners, 1600+ channel teams
- Our customers trust us and the industry recognizes our innovations
- We have been successfully meeting customers' business needs for over 20 years

**#TimeToDoBig**  
**1800-266-1800**

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