



Dogma Soft Ltd.

BULK SMS/ Voice SMS/ Short/ Long Code
PROPOSAL

About Dogma

DOGMA Soft Ltd. Is an **ISO 9001:2008** certified company, Registered by **Government of India** and Trademark in Business Class **42**. **DOGMA** is an IT service provider and Software Company with a skilled and competent Staff. **DOGMA Soft** laid its foundation on 2009 and education domain services like school, ITI/ITC, distance etc., IT Hardware and Software services, web based services, design and creative, desktop based application, SEO services, Toll Free Services, Payment Gateway Services, Security Systems and portals. **DOGMA Soft** stringent plus point is to keep the skilled resources available with best skills and abilities employed to ride out the best results out of the organization. Being proven infrastructure wise, resource wise and financially developed clients gain the advantages of value-based solutions and services excellent staff and techniques.

- **Rajasthan 's No- 1 Company to deal with ITI/ITC**
- **Presence in 259 Districts of 26 States and plan to this year All India**
- Offering more than **30 Services** (Software Development , Web Hosting, SEO , Project Training , Hardware Services and SMS Solution)

Approximately **99%** of **DOGMA** customers reported being satisfied with **DOGMA Soft** and the services it provides. Our **supports** is always available to hear our client's issues.

Vision

- To achieve excellence in IT Industry with Operations, Planning, Management, Computer Education and Accreditation throughout the India.
- To Computerized all Educational Institute of India by our Brand Product **CICCA**.
- To become the '**Talent Magnet**' in Distance Education, **ITI** and other aspects of Education.
- To boost Computer Education in India.
- To tackle shortage of IT Manpower world-wide

Mission

- To make a difference in everything we do.
- To do everything on or before time.
- To deliver quality & do more than what the clients expect.
- To bring the power of our advice and the strengths of our relationships to create enhanced value and wealth for our clients.

Core Values

- Attracting, developing and retaining the best talent for our business, challenging our people, demonstrating a "**can-do**" attitude and fostering a collaborative and mutually supportive environment.
- Enabling clients to become high-performance businesses and creating long-term relationships by being responsive and relevant and by consistently delivering value.
- Valuing diversity and unique contributions, fostering a trusting, open and inclusive environment and treating each person in a manner that reflects **DOGMA's** values.
- Being ethically unyielding and honest and inspiring trust by saying what we mean, matching our behaviors to our words and taking responsibility for our actions.

Our Beliefs

- If you plan for one year- Plant Rice,
- If you plan for 10 years – Plant Trees,
- If you plan for 100 years – "**EDUCATE MANKIND**"

DOGMA BULK SMS/VOICE SMS PROPOSAL

- In future IT Company will come and will go; but only those Company will survive in Domestic Clients who have a reliable backup of education & training
- Like theory is blind without practical experience, knowledge is worthless without application.
- Winners do not follow others footsteps, they create their own.

Our Services

DOGMA SOFT LTD. Offer the creative and consumer oriented solution to the clients as per their business needs.

- | | |
|--|--|
| ➤ Web Designing & Development | ➤ Bulk SMS |
| ➤ Software Development | ➤ Voice SMS |
| ➤ Online Promotion(SEO, SMO) | ➤ Bulk E-mail |
| ➤ Desktop & Web based applications | ➤ Gold Mobile Number |
| ➤ ISO Certification(9001:2008,14001:2004) | ➤ Miss Call Management System |
| ➤ Toll Free Number(super receptionist) | ➤ Long Code/ Short Code |
| ➤ Trade Mark (™, ®) | ➤ Email/Online Marketing |
| ➤ Copyright (©) | ➤ Data Entry Project |
| ➤ Domain Registration | ➤ Business Analytics |
| ➤ Hosting (Reseller Hosting, VPS Hosting) | ➤ Social Media Marketing |
| ➤ PC Spy Software | ➤ Google Ad words |
| ➤ Cloud/Shared Hosting | ➤ Ecommerce |
| ➤ Payment Gateway | ➤ GPS System |
| ➤ Distance Edu. Management Application | ➤ SSL Certificates |
| ➤ Coaching Management Application | ➤ Practical Training on Real Project |
| ➤ Computer Center Management Application | ➤ ITI/ITC Management Application |
| ➤ School Management System | ➤ Security audit, hack & disaster recovery |

We are providing :

1. **Bulk SMS**
2. **Voice SMS**
3. **Short Code Messaging**
4. **Long Code Messaging**

1. **What is a Bulk SMS?**

Dogma Soft Ltd. provides bulk SMS, services at very nominal price. We provide bulk SMS from students to all corporate, media houses or anybody who needs it. By just single click you can send bulk SMS s to any thousand cell numbers. We provide web based panel to our consumers. **DOGMA SMS** provides best service support to customers for quality results. Our customer support team guides our consumers for best quality results.

Objectives

The principle objectives for the implementation of the Bulk SMS Technology are stipulated below;

- To create a fast, efficient and reliable mode of communication with your clients and staff.
- To reduce the cost of communication as compared to other forms of advertising.
- To provide enhanced and comprehensive customer service through fast response time.

2. **What is a Voice SMS?**

Dogma Soft lets you reach out to your target audience in the easiest, fastest & most cost effective way. Call into Mobile Phones or Landlines anywhere in India, up to 300 simultaneous calls for each user.

Features

- PAN India Connectivity
- No Setup Cost
- Interactive Calls with touch-pad entries
- Up to 300 simultaneous calls
- Comprehensive reporting system with SMS and Email Alerts
- Highly Competitive Rates
- Bulk Voice is simple communication technology that blasts a recorded voice message to hundreds or even thousands of call recipients in a very short period of time. Often used for community alerts, notifications, in business applications or for promotional purposes.
- Bulk Voice can be used for a wide range of applications like Political Campaigns , Customer Surveys, Mobile Marketing, Meeting Alerts, Wake up calls, Stock Alerts, EMI Alerts, Medicine reminders etc.



3. What is a Short Code Messaging?

Dogma Soft provides Keywords on Short codes like 53030, 56767, 58888 etc. You can book an Keywords of your choice like "DOGMA" on short code 58888, 56767. Whenever any of Mobile user send this keyword on short code will receive a auto generated personalize reply, and that persons Mobile no. will automatically updated in your Mobile no's database.

Features

- Unlimited Sub Keywords
- Control panel with two level of access (Primary Keyword Manager and Sub Keyword Manager)
- Instant Reports
- Change auto responder / replies
- One free SMS for every incoming SMS (as an auto reply).
- URL Forwarding to receive incoming SMS on your application
- Instant delivery.



4. What is a Long Code Messaging?

Long code is virtual numbers used by business to receive SMS and calls. It is basically used for lead generation and international calls and SMS. There are basically two types of long code; dedicated long and shared long code. Dedicated long code as the name suggest is dedicated for a number, all the messages will be received on that dedicated number. While shared long code is shared by many people with the help of a keyword.

Features

- Create Unlimited Keywords in Dedicated and One In Shared Long Code.
- Unlimited sub keywords supported
- Real Time log report available, user may download in excel format.
- Create unlimited keywords and replies.
- Customized replies sent with Bulk SMS Service API.
- Email Forwarding with Sender Name, Mobile Number and Message.



Why Use BULK SMS?

There are many reasons why SMS is considered an effective way of communication. Some of the most common reasons are;

➤ **Cost Effective**

Compared with other forms of communication, SMS is a very cost effective and incredibly practical, reliable, and affordable method of communication.

➤ **Extensive Reach**

Statistics of mobile communication users is 8-9 times more, compared to other communication channels. It has advantages over normal telephone, fax and email. The client receives the message instantly. Messages can be sent to a large number of clients.

➤ **Speed**

Messages can be delivered to the recipient in seconds all depending on the specific gateway used, route of delivery and coverage of the mobile operator.

➤ **Time Saving**

Instead of crafting a message and then sending it to each client, one message is created and then sent to a whole group of clients. It can be sent at once to a large group, manually or automatically which Bulk SMS Proposal – Dynamic Creations reduces the time and labor involved. Messages are delivered immediately (or when the phone is turned on).

➤ **Reliability**

As SMS is a personal communication facility, receiving it would not go unnoticed and it also grabs the attention of the receiver. In a short period of time, SMS has built up a reputation for itself as reliable communication system, guaranteeing almost 100 % deliveries to the receiver.



Bulk SMS Services Features:

- Individual or bulk SMS messaging
- Scheduling of appointments and sending of SMS reminders
- All India GSM and CDMA coverage
- Client uses a sharing based platform to provide SMS Services
- Covered Mobile Operators: Airtel, Vodafone, Aircel, Idea, Loop, BPL, Spice, Reliance Telecom, BSNL, MTNL, Reliance India Mobile, Tata Indicom, Docomo, MTS and Uninor.
- Send SMS with your Branded Sender ID from our Online Bulk SMS Program or SMS Excel Plug-in.
- Send SMS using web based system, Excel SMS Plug-in, or HTTP API
- Instant delivery of messages and online delivery status report
- Upload the number list from a text file or an excel sheet
- Track the history and report of bulk SMS sent
- Manage users contacts and groups
- Manage message templates. A very good feature for Bulk SMS Promotion Campaigns
- Schedule messages
- Developer HTTP API (Can be used to integrate with your software/ website applications)

COST:

Bulk SMS Cost:

Choose SMS Plan	Promotional SMS Price	Transactional SMS Price	VALIDITY
5,000	Rs. 0.22/SMS	NA	12 Months
25,000	Rs. 0.20/SMS	Rs. 0.22/SMS	12 Months
50,000	Rs. 0.16/SMS	Rs. 0.17/SMS	12 Months
1,00,000	Rs. 0.15/SMS	Rs. 0.16/SMS	12 Months
5,00,000 and Above	Rs. 0.12/SMS	Rs. 0.13/SMS	24 Months

Voice SMS Cost:

Voice SMS Pack	Attempted Price	Validity
5,000	Rs. 0.40/SMS	12 Months
10,000	Rs. 0.35/SMS	12 Months
25,000	Rs. 0.30/SMS	12 Months
50,000	Rs. 0.25/SMS	12 Months
1,00,000	Rs. 0.20/SMS	12 Months

Short Code Cost:

Short Code	Price	Validity
56767	2000/Month/Keyword	Minimum 1 year Advance
58888	2000/Month/Keyword	Minimum 1 year Advance

Long Code Cost:

Long Code	Price	Validity
9214002002	1000/Month/Keyword	Minimum 3 Month Advance

Terms & Conditions

1. Each SMS contains maximum 160 characters.
2. More than 160 Characters will be valued as multiple SMS.
3. 160 Characters (including space) send to any Indian Mobile is 1 Credits.
4. Marketing messages are not delivered on DND numbers
5. Marketing messages are delivered from 9Am to 9Pm Only.
6. Sender ID will be provided only in case of transactional messages. Sender ID can be of 6 Alphabetic
7. Characters & Numeric only. (Some Special Characters are not allowed.)
8. Any Charges/Taxes levied by TRAI/Govt. & any increase in rate by operator will be applicable on unused SMS Credits.
9. Services will be provided subject to TRAI Rules & Regulation & Termination Charges.
10. We require a confirmed purchase order to enable us to initiate the job.
11. Payment Term: 100% Advance along with the purchase order.
12. In a credit/debit card transaction, you must use your own credit card. We will not be liable for any credit/debit card fraud.
13. The User agrees to provide authentic and true information. We reserves the right to confirm and validate the information and other details provided by the User at any point of time.
14. Any illegal use of the SMS service is strictly prohibited.
15. Messages containing sexual, racist or discriminatory content or any such usage of them may be considered as harassment and you are to be held responsible for this. we are not assume any liability for the content of messages sent.
16. Company reserves right to make future changes in 'Sales Packages', 'Terms & Conditions', or any other aspect of business due to swift changes in IT Services market place.
17. Your account may be suspended on violation of any terms and conditions without any notice .

Snapshots:

sms.dogmaindia.com/member_main.php

Admin Home **Manage Users** **Manage Resellers** **Manage Website**

Welcome! DOGMA SOFT

Credits : 60473

Home +

Message Manager -

Compose Message

Campaign SMS

Campaign Delivery

Delivery Report

Search Reports

Outbox

Scheduled Messages

Contacts & Groups +

Dynamic Messaging +

Important notice

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

From: Sender ID

* **Sender ID** : BULKSMS

To: Groups/Contacts

* **Send To** : Contacts

* **Number / Numbers** : 002,902090100,9000900
500,9814798581,98141458
79,9876024555,981436031
4,9463214878,9888840327
9023761054,9463636477,
9872596308,9914412362

Message Content

* **Message** : Yadi Ap Distance Education Me Free Record,Accounts,Auto SMS, University Record,Study Center Etc. Ke Record Maintain Karne Se Prasan h to Call Kare 09928484768

Characters Count : 157

Message Count : 1

Send SMS Now >> Schedule Message >>

Admin Home **Manage Users** **Manage Resellers** **Manage Website**

Welcome! DOGMA SOFT

Credits : 60473

Home +

Message Manager +

Contacts & Groups +

Dynamic Messaging -

Create Template

Manage Templates

Important notice

User help desk

Manage Templates List (14)

Sl.no	Template Name	Message	Action
1	NGO	Ab Apke NGO ki fully dynamic website just in 3680/- with domain , self updation panel , unlimited pages visit www.ngo.dogmaindia.com or call 09928484768	✗
2	web site	Fully Dynamic Website With Domain,Hosting Panel,Unlimited Bandwidth & pages + Online promotion +ISO Certification+Bulk SMS +Bulk E-Mail+Software =09928484768	✗
3	School Website	Special Website of School in Just 3939/- Fully Dynamic Unlimited Pages, Domain,Hosting,Online Admission etc & School Management Software in 3 EMI 09928484768	✗
4	9 State SMS	Fully Dynamic Website With Domain,Hosting,Unlimited Pages & Bandwidth+Online Promotion+ISO Certification+Bulk SMS&E Mail+Software Partner Invited 09928484768	✗
5	mp sms f1	Fully Dynamic Website With Domain,Hosting Panel,Unlimited Pages & Bandwidth+Online Promotion+ISO Certification+Bulk SMS + Bulk E- Mail+Software 09425171583	✗
6	ITI Software	www.itisoftware.com 37 ITI have been Provided Services of Website Designing Per DGET & QCI Annexure-5.Contact us for Your ITI/ITC Just in One Day 09928484768	✗
7	Exclusive Partner	Exclusive Partner/Agent Invited for our Website Design,Software,ISO,Copyright & other Services at District and State Level .www.dogmaindia.com 09461844744	✗
8	School SMS	As Per CBSE/RBSE Website of school in just 3939/- Fully Dynamic,Unlimited page&Bandwidth,Domain,Hosting,Online Admission ,Result ect.We are in 26 stat.09928484768	✗
9	all type sms	Do U Have Computer+Office?U Can Get 1. Money 2. Recognition 3.Royalti Whole Life 4.Live Training of Student on Real Product .Partner/Agent Invited 09928484768	✗
10	School sms new	As Per CBSE/RBSE Fully Dynamic Website of school,Unlimited page&Bandwidth,Domain,Hosting,Online Admission,Class Wise Result etc.we are in 26 State.09799898578	✗
11	FULLY NGO	NGO Ki Fully Dynamic Website Just in 3680/- With Domain ,Self Updation Panel,Unlimited Pages,Partner Invited at District Level . www.dogmaindia.com 09928484768	✗
12	distanc software	www.distanceeducationsoftware.com Fully Dynamic Website With Domain,Hosting,Unlimited pages+Promotion+ISO+Bulk SMS &E-Mail etc. Partner/Agent Invited.09928484768	✗

Admin Home **Manage Users** **Manage Resellers** **Manage Website**

Welcome! DOGMA SOFT

Credits : 60473

Home +

Message Manager -

Compose Message

Campaign SMS

Campaign Delivery

Delivery Report

Search Reports

Outbox

Scheduled Messages

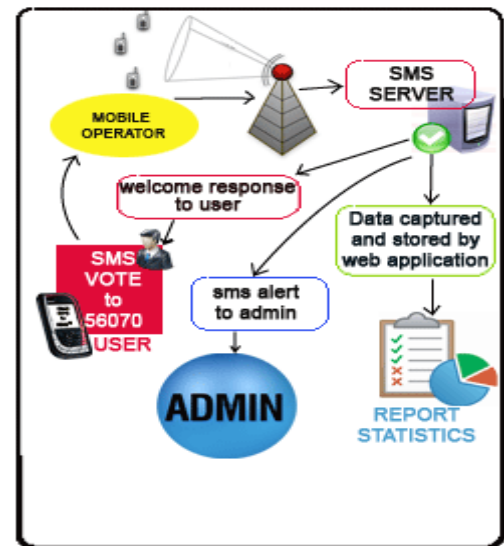
Contacts & Groups +

Dynamic Messaging +

Important notice

SMS Campaigns

Count	Credits	Message	Time Of Sending	Delivery
1	1	As Per CBSE/RBSE Fully Dynamic School Website,Unlimited page&Bandwidth,Domain,Hosting,Online Admission,Class Result,Just 1 day.We are in 26 stat.09928484768	2013-09-07 16:51:17	DND (0) Sent Export Quick Export
1	1	As Per CBSE/RBSE Fully Dynamic School Website,Unlimited page&Bandwidth,Domain,Hosting,Online Admission,Class wise Result,Just 1 day.We are in 26 stat.09928484768	2013-09-07 16:48:26	DND (0) Sent Export Quick Export
5000	5000	Design of Re-Design Your ITI's Website as Per QCI Annexure 5 and DGET's 34-36 Points.We are 371 ITI TTI Date .www.itisoftware.com.09928484768	2013-09-07 09:29:11	DND (1563) Sent Export Quick Export
1535	1535	Exclusive Partner/Agent Invited for our Website Design,Software,ISO,Copyright & Other Service at District and State Level.www.dogmaindia.com 09461844744	2013-09-06 18:53:05	DND (716) Sent Export Quick Export
15	15	Ab	2013-09-06 16:44:50	DND (0) Sent Export Quick Export
1	1	Gurmeet	2013-09-06 16:23:40	DND (0) Sent Export Quick Export
1	1	Name-saaa>ContactNumber-9874563210/Visitor_Of_School.Dogmaindia	2013-09-06 12:52:04	DND (0) Sent Export Quick Export
1	1	Name-saaa>ContactNumber-9874563210/Visitor_Of_School.Dogmaindia	2013-09-06 12:50:52	DND (0) Sent Export Quick Export
1	1	Name-saaa>ContactNumber-9874563210/Visitor_Of_School.Dogmaindia	2013-09-06 12:50:48	DND (0) Sent Export Quick Export
1	1	Name-saaa>ContactNumber-9874563210/Visitor_Of_School.Dogmaindia	2013-09-06 12:49:50	DND (0) Sent Export Quick Export
1	1	lode(9912334345(Visitor_Of_Sample.Dogmaindia)	2013-09-06 11:21:56	DND (0) Sent Export Quick Export
8000	8000	Free Advice about Website,Software,Domain,VPS Hosting,Bulk SMS,Bulk E-Mail,Payment Gateway,Toll Free,Data Entry Voice SMS,ISO TM 09928484768 Partner Invited	2013-09-06 09:36:19	DND (1901) Sent Export Quick Export
2136	2136	Free Advice about Website,Software,Domain,VPS Hosting,Bulk SMS,Bulk E-Mail,Payment Gateway,Toll Free,Data Entry Voice SMS,ISO TM 30 Other Services	2013-09-05 19:04:00	DND (532) Sent Export Quick Export



HE COST OF QUALITY

It is a fact that Quality Management System cost time and money.

Typically a **quality** takes somewhere between **3 to 12** months to develop and implement. Exactly how long and how much and dependent on a number of variables such as;

Commitment of management

Availability of resources

Current level of formal process documentation

Current level of record keeping

The nature of the business

Complexity and nature of internal communications

Clients Using Our Products and Services-



YOU CAN APPLY →

Click Here

For any query or any type of further information about us, you can log on to our websites-

www.dogmaindia.com

Feel free to contact us as follows-

Waiting for your Kind & Earliest Reply.....

CONTACT US



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