



## The Best Bulk SMS Gateway Service Provider in India

If you wish to advertise your product for minimum charges and yet achieve maximum reach, then a Bulk SMS Service Provider should be just the right choice for you to proceed with. SMS is one of the most popular means of communication for this generation and thus, holds immense potential as a marketing tool. Almost everyone owns a mobile phone today.

People are fine tuned to skip commercials on TV however interesting they may seem. A short text message highlighting the important features of a product or a service is more likely to provide accurate information to prospective customers. Bulk SMS Services are the surest way to make your message reach several people across the globe simultaneously. Bulk SMS in India is one of the most popular means of marketing employed by several fashion stores, music and movie retailers, restaurants etc.

Bulk SMS can not only be used for advertising local businesses, but also for offering coupons and discounts to existing customers, to conduct contests and surveys and for letting customers know about other services and offers provided by the business.

### The Reliable SMS Provider

There are many companies offering cheap and efficient Bulk SMS Services in India. You can register with us and send Bulk SMS Online to several people across India in matter of minutes. We offer software tools for sending messages to several people, all at once. Messages can be sent to all of them by loading list of numbers into the web



interface. Anyone can register with us and start SMS marketing almost instant. We provide you with a Bulk SMS Gateway which supports almost all mobile carriers whether CDMA or GSM.

We provide bulk sms with API, Sender ID's & delivery reports which gets updated almost instantly. Some of the common interfaces provided by *sms.sruta.net*, a Bulk SMS Service Provider to users are the Web Interface, Excel plugin to send SMS from Excel Sheet, & API to integrate seamlessly with your software. Protocols such as SMPP, HTTP, XML are supported by us with each having its own distinct advantages.

## Send Bulk SMS

Send SMS to individual or groups or by uploading excel file. Send over 5 Lakh messages in a single hit. Get delivery reports of every single SMS you sent.



## Benefits of Bulk SMS in Marketing

Bulk SMS Services as a marketing tool offer several distinct advantages over other media like TV, radio, magazines, newspapers and internet.

- SMS reaches users instantly without being too intrusive like a phone call.
- It can be delivered to people irrespective of location and time. Even if the phone is switched off, the SMS is received the moment the phone is switched on.
- You can be sure that the message through SMS will reach the user, irrespective of whether they choose to read it or not. With e-mail, your promotion may end up in the spam folder.
- People carry mobile phones everywhere they go, means, faster & quicker visibility over Tv or other advertising medium.
- Bulk SMS keeps you in touch with your regular customers in a more personalized way.
- It is easier for people to act upon received SMS immediately. For instance, users can reply or call to the given contact number specified in the original message.
- You can collect feedback instantly using missed call services if they are interested, thereby you have a more accurate idea of the success of your marketing strategy.
- With Bulk SMS, you don't have to laboriously send messages to every recipient. You can send messages to millions of people at once.
- You do not require any special infrastructure or expensive technology to implement send SMS. Its pay as you go.
- Bulk SMS services are much cheaper than advertising in TV or Radio for the same or even more amount of reach.






## Reasons to buy Bulk SMS from Us

If you are searching frantically for the Best Bulk SMS Service Provider in India, your search ends with us. Mentioned below are few of the reasons on why you should choose us.

- **Speed:** You do not have to anxiously wait to ensure that the bulk SMS you sent quite some time back has reached your intended users in time or not. We have the fastest Bulk SMS Gateway to ensure 100% Instant delivery, upto couple of seconds on bulk push.
- **Quick Setup:** Register with us and start marketing right away. We do not have long drawn setup processes to waste your precious time. Our interfaces and software are available to you within matter of Minutes.
- **Best Prices:** For Bulk SMS Services of such high quality, we are the Cheapest Bulk SMS Provider you can find.
- **Market Leader:** We are the leaders in the market of Bulk SMS Services and serving you better is always our Only Goal.
- **Customer Support:** Stuck with a problem? We are just an email or phone call away from you to fix any of your issues with our services.

- Most User Friendly Interface
- Customized Sender ID
- Powerful API's
- 99.99% Server Uptime
- Network Redundancy
- Dedicated Speed for Huge Campaigns
- Lightning fast Delivery in ~10 Seconds
- 100% Delivery on Active Numbers
- Send to 5 Lakh+ No's at Once
- Send Scheduled SMS
- Send Group SMS
- Upload from Excel file

**We will match or improve on any prices** - just ask! We offer India's most feature rich, fast, and reliable Bulk SMS service at a very fair price. Our web-based software is **100% free forever**, you simply purchase top-up SMS as and when required. We use **fast & quality connections** to mobile networks to guarantee the fastest deliverability of your SMS. We can price match with almost any valid SMS service provider on Planet Earth!

	Sending SMS with sms.sruta.net	Sending SMS with other service.
 Turn Around time	Go Live! within 30 seconds and start sending messages instantly	It takes you minutes for account activation and hours/days for sender ID activation
 Login process	Simple, quick and easy signup	Long registration process. Confusing forms
 Integration & API	Create your app (or) integrate with existing apps seamlessly, in less than a hour	You need to invest time & money on developers to integrate
 Technical Know how	No technical knowledge required	Technical knowhow required for integration
 Affordability	Affordable rates 'with' proper service and support. No Setup cost. No hidden fees.	You'll either find a provider with insane rates (or) a low quality service with fancy rates ending up with no sms delivery
 Customer Support	Award winning hybrid one point sales-cum-support team to answer your queries instantly.	No one cares about you after that cool guy made a superb sales pitch and got you in!



## Our Awesome Features:

Not to mention, you'll have hands on experience with India's most beautifully designed Enterprise Messaging Panel with all the services under one roof. You can Send SMS, receive SMS or Missed calls on our virtually hosted numbers, send automated responses, etc. Our API's are most user-friendly that you can build applications in matter of minutes (literally) with the help of our sample files on all programming languages. Our features includes...

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- Powerful API's

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- Network Redundancy
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## Difference between Promotional and Transactional SMS

Category	Alpha Sender ID	Delivery Windows	Can be delivered to DND numbers ?
Promotional	Not Available Only numeric senderid e.g LM:610410	9 AM to 9 PM	No, you can not send promotional sms to DND (Do not disturb) numbers  
Transactional	Yes, Available Exactly 6 Character alpha senderid e.g LM:AXISBK	24 Hrs	Yes, Transactional sms can be delivered to all the numbers  

### Promotional SMS Recharge Plans (including tax)

SMS Pack	Rate/SMS(Ps)	Validity	Route/Priority	Total
5,000 Promotional SMS	22 Ps	1 Yr	Critical	Rs.1,250
10,000 Promotional SMS	18 Ps	1 Yr	Critical	Rs.1,950
25,000 Promotional SMS	14 Ps	1 Yr	Critical	Rs.3,950
1 Lakh SMS (Critical)	12 Ps	1 Yr	Critical	Rs.13,950
1 Lakh SMS (Normal)	9 Ps	1 Yr	High Priority	Rs.11,000

### Transactional SMS Recharge Plans (including tax)

SMS Pack	Rate/SMS(Ps)	Validity	Route/Priority	Total
5,000 Transactional SMS	30 Ps	1 Yr	Critical	Rs.1,750
10,000 Transactional SMS	19 Ps	1 Yr	Critical	Rs.2,250
25,000 Transactional SMS	17 Ps	1 Yr	Critical	Rs.4,950
1 Lakh SMS	13 Ps	1 Yr	Critical	Rs.13,950

**Registration for Bulk SMS Service | [sms.sruta.net](https://sms.sruta.net)**