ORBITEL
CREATE, INSPIRE, GROW

Orbitel CPaaS Communication Proposal

Secure | Scalable | Compliant | Intelligent

SMS | Voice | WhatsApp | RCS | Email

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Introduction



99.99% Uptime & 24*7 Support

Unified API for multi-channel messaging

Scalable infrastructure for enterprise use

Intelligent routing and delivery insights

Orbitel provides enterprise-grade Communications Platform as a Service (**CPaaS**) infrastructure enabling scalable, secure, and regulation-compliant communication across multiple channels.The unified API-driven platform supports mission-critical workflows including transactional, notifications, OTP authentication, marketing campaigns, conversational engagement, voice automation, whatsapp, and rich media messaging. With 99.99% uptime, intelligent routing logic, redundant operator connectivity, and real-time analytics dashboards, **Orbitel** ensures operational reliability and measurable business performance. Our objective is to position communication as a strategic growth driver rather than a backend operational function. Industries served include **FinTech**, **E-commerce, Retail, Healthcare, EdTech, Logistics,** and **SaaS enterprises**,**etc**.

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Product Portfolio



Sendbulk promotionalor transactional **SMS** , notification , customer support, feedback, authentication with real- time tracking

IVR, outbound calling ,call patching, missed call, and real-time analytics, lead generation, and automated calling workflows





Send alerts, updates, and interactive messages with buttons and media through **whatsapp**. Ideal for customer support, notifications ,etc.

Deliver interactive and branded messages through **RCS** ,Ideal for promotions, customer engagement, and modern mobile marketing.



Business Context & Strategic Imperative

- Modern enterprises rely on secure and real-time communication infrastructure to maintain customer trust, transaction reliability, and engagement performance.
- Authentication failures, message latency, and compliance risks directly impact revenue, retention,and brand credibility.
- A fragmented communication ecosystem increases cost, reduces visibility, and creates operational vulnerabilities.
- Orbitel centralizes communication under one intelligent infrastructure, providing unified control, performance optimization, and regulatory compliance alignment.

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SMS Business Messaging

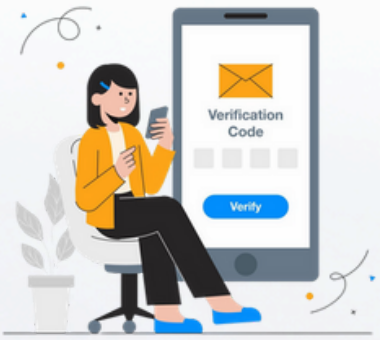
Transactional SMS

Orbitel's Transactional **SMS** service enables businesses to send time-sensitive, critical messages to customers with instant delivery and high reliability. These messages include order confirmations, account alerts, payment updates, and more.



OTP SMS

Orbitel's **OTP** (One-Time Password) SMS service enables businesses to deliver secure, time-sensitive authentication codes to users in real-time. It's the fastest and most reliable way to verify identities, authorize transactions, and secure user access across mobile and web platforms.



- High Throughput
- Delivery Reports
- Secure & Compliant
- Local DLT support for compliance
- Scalable for startups to enterprises
- Instant Delivery
- DND Delivery
- Auto-Retry Mechanism
- Easy Integration:
- Real-Time Reports

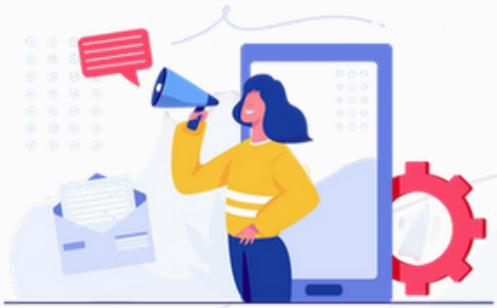
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Promotional SMS

Orbitel's **Promotional** SMS service helps businesses reach a wider audience instantly with bulk marketing messages for offers, discounts, product launches, and brand promotions. It's a high- impact, cost-effective way to boost engagement and drive conversions.

- High-Volume Messaging
- Targeted Campaigns
- Time-Based Scheduling
- Smart Delivery Routes
- Performance Analytics



API Service

Orbitel's **SMS API** empowers businesses to send, receive, and manage SMS messages programmatically—integrating seamlessly into your applications, websites, and systems for both transactional and promotional messaging.

- Simple RESTful API
- Global Coverage
- Unicode & Language Support
- Dashboard Access
- SMS Scheduling



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COMMERCIALS

Transactional — 0.14(INR)/credit

- 1 Credit - 160 character (English) and 70 Character (other language)
- GST Excluded
- Payment confirmations and transaction alerts
- DLT-approved transactional message templates

Promotional — 0.14(INR)/credit

- 1 Credit - 160 character (English) and 70 Character (other language)
- GST Excluded
- Special offers, discounts and festive greetings
- DLT-compliant promotional templates

Authentication (OTP) — 0.15(INR)/credit

- Within 10 sec delivery
- 1 Credit - 160 character (English) and 70 Character (other language)
- Mobile number verification
- One-time passwords for login and registration

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Voice Business Messaging

Outbound Dialing (OBD)

Orbitel's **OBD** service Pre-recorded or dynamic messages sent to users. Used in promotions, appointment reminders, payment alerts, etc..



- Bulk Voice Broadcasts
- Custom Voice Support
- Content Marketing
- Real-Time Call Reports
- Retry Mechanism

Interactive Voice Response(IVR)

Orbitel's **IVR** (Interactive Voice Response) service helps businesses automate and streamline voice interactions with customers using a smart, menu-driven phone system.

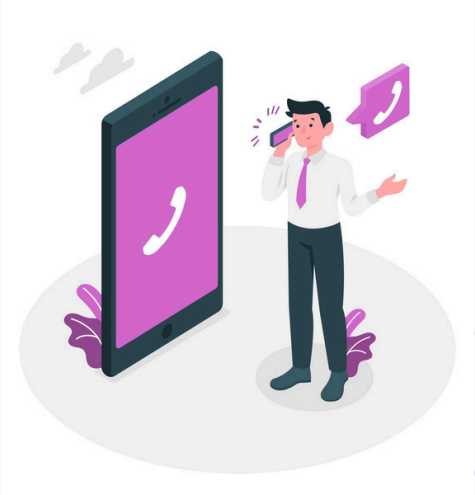


- Multi-Level IVR Menus
- Intelligent Call Routing
- Custom Voice Prompts
- Call Scheduling & Time-Based Routing
- Real-Time Call Analytics

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Missed call Services

Orbitel 's **Missed Call** Solution is a simple, cost-effective,and zero-cost-to-customer engagement tool. It allows businesses to collect leads, trigger automated actions (like SMS or call- backs), verify users, and measure campaign performance—all with a single missed call.



- No Cost to Users
- Instant Call Capture
- Automated Workflows
- SMS Integration
- Real-Time Analytics

Toll Free Number Services

Orbitel's **Toll-Free** Number service (1800-series numbers) allows your customers to reach your business absolutely free of cost, improving accessibility, trust, and brand reputation.



- 1800-Series Numbers
- Multi-Channel Support
- Call Forwarding & Failover
- Call Routing & Agent Mapping
- Pan-India Reach

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COMMERCIALS

15 Sec Pulse — 0.10(INR)/pulse

- Automated Voice response systems to reslve queries
- GST Excluded
- Forward volumetricdiscountsare applied based on usage volume
- 1 pulse - 15sec

30 Sec Pulse — 0.18(INR)/pulse

- Customers call and receive status via voice updated
- GST Excluded
- Forward volumetric discounts are applied based on usage volume
- 1 pulse - 30sec

Missed Call — 999/DID/Month

- Customers call and receive status via voice updated
- GST Excluded
- Forward volumetric discounts are applied based on usage volume
- 299 Per Channel(min-100)

Toll-Free — 18,000Annually

- Toll-free mareting campaigns
- GST Excluded
- Forward volumetric discounts are applied based on usage volume
- Rs. 12,000 Minutes free

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WhatsApp Business Messaging

Marketing

Orbitel’s WhatsApp Marketingconversations relatetoyour business, products, or services. These include offers and promos, related product suggestions, abandoned cart messages, or any conversation that doesn’t qualify as authentication or utility.

- Verified Business Messaging
- Pre-approved Message Templates
- Personalization & Automation
- Seamless API Integration



Utility

Orbitel’sWhatsApp **Utility** Messaging enables businesses to send essential, real-time, non- promotional updates directly to their customers through the official WhatsApp Business API.

- Instant Message Delivery
- WhatsApp Template Messaging
- Message Tracking
- Seamless API Integration



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Authentcation

Orbitel's **Authentication** Suite provides secure, scalable, and multi-channel solutions to verify user identities, authorize transactions, and protect customer accounts.



- Global Coverage
- Custom Validity & Retry Logic
- Real-Time Delivery Reports
- Payment and transaction approval

Services

Orbitel's WhatsApp **Service** conversations are initiated by users; these are typically about resolving customer enquiries. Businesses can respond within the 24-hour customer service window.



- Two-Way Chat Support
- Read & Delivery Tracking
- WhatsApp Template Messaging
- Easy API Integration

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COMMERCIALS

Marketing — 0.90(INR)/message

- Boosts user trust and credibility
- GST Excluded
- Forward volumetric discounts are applied based on usage volume
- Panel Rental- 2,999/month

Utility & Authentication — 0.15(INR)/message

- OTPs and Alerts
- GST Excluded
- Forward volumetric discounts are applied based on usage volume
- Panel Rental- 2,999/month

Non-Template Messages — 0.15(INR)/message

- Unlike template messages, service messages do not require Meta's prior review or approval.
- GST Excluded
- Applicable rate is determined by the WhatsApp template category.
- Panel Rental- 2,999/month

Chatbot — Rs.4,999/month

- Enable conversation flows with users
- GST Excluded
- Forward volumetric discounts are applied based on usage volume

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RCS Business Messaging

Transactional RCS

Deliver essential business updates through rich, branded, and interactive messages. Transactional RCS helps customers receive important information in a clear and engaging format.

- Keep customers informed throughout their journey
- Provide convenient actions directly within messages
- ⟷ Communicate essential information clearly



Promotional RCS

Make your marketing campaigns more engaging with visually rich messages and interactive calls to action. Promote products, offers, services, and campaigns through branded messaging experiences.

- Showcase products through rich images and media
- Create more engaging brand experiences
- ⟷ Add actionable buttons to promotional messages



Conversational RCS

Turn one-way business messaging into interactive customer conversations. Conversational RCS enables customers to respond, explore options, ask questions, and move toward the next step directly within a supported messaging experience.

- Support faster customer responses and follow-ups
- Use suggested replies and interactive buttons
- ⟷ Enable two-way customer interactions



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COMMERCIALS

Transactional RCS — 0.18(INR)/message

- Order updates, payment alerts, OTPs and notifications
- Per message + applicable GST
- Forward volumetric discounts are applied based on usage volume

Promotional RCS — 0.32(INR)/message

- Promotional offers and discounts, Clickable buttons to drive website visits and enquiries
- Per message + applicable GST
- Forward volumetric discounts are applied based on usage volume

Conversational RCS — 0.18(INR)/message

- Two-way communication between businesses and customers
- Per conversation window + applicable GST, subject to provider billing terms
- Applicable rate is determined by the WhatsApp template category.

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Email Solutions

Transactional

Transactional emails are automated, system-generated emails that are triggered by a specific user action or business process. These emails contain critical, time-sensitive information directly related to a user's interaction with a company's platform, product, or service.



- Highly personalized
- Higher open & conversion rates
- Professional brand presentation

Promotional

Promotional emails are marketing-driven communications sent to a group of subscribers with the objective of promoting products, services, offers, or brand messaging.
These emails are campaign-based and are designed to generate engagement, leads, conversions, and revenue.



- Verified Sender Authentication
- Marketing-driven
- Requires unsubscribe option

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COMMERCIALS

Transactional

0.06(INR)/email

- Trigger-based
- High deliverabili ty requirement
- GST Excluded
- Time-sensitive

Promotional

0.07(INR)/email

- Bulk sending
- Marketing-driven
- GST Excluded
- Designed for engagement & conversion

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Client Onboarding



1 **Initial Consultation**

We schedule a meeting to discuss your goals, needs, and expectations.

2 **Proposal Presentation**

We present our tailored proposal, including pricing and project details.

3 **Project Kickoff**

Once you approve the proposal, we initiate the project, assigning a dedicated team.

4 **Regular Updates**

We provide regular progress updates and milestones.

5 **Project Completion**

Upon project completion, we conduct thorough testing and hand over all deliverables.

6 **Ongoing Support**

We offer post-launch support and assistance as needed.

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Contact Us

🤝Let’s Connect

We would be pleased to discuss your requirements and provide a customized solution tailored to your business objectives.

For inquiries, quotations, or a detailed consultation regarding our services, please contact our team.

Orbitel Communications:

📍 **Corporate Office: B-1269, New Ashok Nagar, Delhi**

📞 **+91-9105959065**

📧 **business@orbitel.in**

Thank you for considering Orbitel as your communication partner.