

Gen AI Powered Virtual Assistant Implementation Cost (One Time) - Advance, Before Effort			
S No	Item	INR	Unit
1	•AI Virtual Assistant/ChatBot for one website/app/use case	10,00,000	One Time
	•Infrastructure provisioning & setup		
	•Standard UI/UX matching with the client's branding		
	•NLP Training of Bot (ML Model)		
	•Intents: <250 (Classic NLP)		
	•Pages: <25 Pages (~12,500 Words) - Generative AI using BharatGPT or Open AI's ChatGPT or Google's Vertex AI Bison		
	•Widget integration document and support will be provided		
	•Input/Request Format: Text & Voice		
	•Response Format: Text, Voice, Image, Video, Buttons, List,		
	•Language: English		
	•Greetings, welcome message, small talk and cuss words		
	•Feedback from the users will be taken		
	•Setup standard Analytics Dashboard to show the queries asked and feedback from users		
2	Additional Intents (Classic NLP)	25,000	Per 25 Intents
3	Additional Pages (Generative AI using BharatGPT or Open AI's ChatGPT or Google's Vertex AI Bison)	25,000	Per 25 Pages (~12,500
4	Additional Language	3,00,000	Per Language
5	Additional Channel (FaceBook Messenger, Twitter, WhatsApp, IVR, SMS, Google Business Messages (GBM),	3,00,000	Per Channel
6	Any Customizations, API Development, API Integrations and 3rd Party Integrations	20,000	Per Man Day (8 Hours)
AI Interactive VideoBot Implementation Cost (One Time) - Advance, Before Effort			
7	1 VideoBot (50 Intents/Questions)	7,50,000	One Time
8	Additional Question (VideoBot)	75,000	Per 10
Subscription Cost (Recurring) - Annually Advance (First Year: After UAT Sign-off, Before			
1	•Platform License Cost	4,00,000	Per Month
	•Infrastructure/Servers/Cloud (Bandwidth, Computing) Cost		
	•DevOps (Server Maintenance)		
	•Ongoing Data Model Re-Training		
	•Technical Support (Working Hours)		
2	Upto 1 Lakh (100,000) Messages (User Queries) Per Month (Non IVR)	Included in Subscription	
Usage Cost (To be paid Monthly) - Non IVR & WhatsApp			
	Messages Per Month	Cost Per Message/API Call (INR)	
1	1-1 Lakh	Included in Subscription	
2	1-5 Lakhs	2.5	Per
3	5-10 Lakhs	2	Per
4	10-20 Lakhs	1.5	Per

5	20-30 Lakhs	1	Per
6	>30 Lakhs	0.82	Per
	*1 Lakh = 100,000		*Bot
	IVR Usage Cost (To be paid Monthly) - Smart AI based, Speech enabled IVR (Telephony)		
	AI IVR	Cost Per Minute (INR)	
1	Per Minute (End to end, from call connects to our system till the end, including agent call duration)	2.5	Per Minute
	WhatsApp Usage Cost in INR (Pre-paid) - India		
1	Marketing Message	0.81	
1	Utility Message		