

# SEND BULK SMS

## SPARROW SMS

Sparrow SMS is a mobile marketing solution to help businesses acquire and engage customers. A leading VAS provider in Nepal, Sparrow SMS was Initiated by Janaki Technology Pvt. Ltd on March 20, 2010 with a tag line '**Power of Text**' to provide SMS services to general public as well as business enterprises to communicate and promote their products and business.



Extremely  
Advanced &  
Easy User  
Interface

Quick &  
Reliable  
Client  
Servicing

High-End  
Technological  
Infrastructure

24/7  
Continuous  
Backup & All  
Operators  
Supported

# Sparrow SMS

## Our Vision

**To Become Synonymous** to SMS in Nepal.

**To Become Leading** VAS Provider in Nepal.

**To Provide World Class** SMS SAAS product at global level.

## Our Mission

**Simplify** lives of people with better use of technology.

**Enhance** their access to information by instantly delivering the desired information on their fingertips.

**Provide** comprehensive VAS/SMS solutions to both businesses and general people.

## Our Services in Brief

### **To General Public**

SLC/HSEB/IOE Exam Results

Type SLC/HSEB/IOE<space>symbol-number and send it to 35001

Load Shedding Schedule

Type G<group number> and send it to 35001

### **To Business Enterprises**

SMS 5 Digit Short Codes and Gateways

Shared Shortcode (35001, 34001, 32200, 33001, and more)  
Dedicated Shortcode

Customized SMS Applications and APIs  
REST, JSON

# APPLICATION PROGRAMMING INTERFACE

Through API, all the data (mobile verification, financial alerts and much more) can be automatically delivered via SMS. This eliminates the manual work load to send the SMS frequently and to select the targeted audiences.

API Documentation can be found at [api.sparrowsms.com](http://api.sparrowsms.com)

## Benefits of API Integration

### Devices Are Not Required

API works on automatic system, so when the system is ready, no additional devices are required such as mobile phones and other handheld devices.

### Let The System Handle Everything

Unlike other manual system, through API, the requested query will be handled by your system and desired message will be sent.

### Automatic SMS Made Easy

Need to send alert to brokers, clients or need to send reports the system will automatically send the SMS through API. This way you can save time and also there is no required to log in and type the message and send which also saves you from extra manpower.

### Log Report

Though all the messages received and sent are processed by your system and is delivered through our system, we will provide you one URL through which you can get the report of incoming SMS and outgoing SMS.

### Same SMS Rate Throughout The Network

A SMS tariff across network tends to vary depending upon the network providers. With API, messages will be sent through the five digit short code with the uniform tariff in all networks.

### Set Multiple Alerts

With API Integration, you can set multiple alerts in the same system.

# Cost Details of Reseller System

Service	Type of Cost	Details	Costs (NRS) Exclusive of VAT
Reseller A/C	-		FREE
Clients Account - Outgoing API	Annual	Per Client	RS. 4000
Outgoing SMS	Per SMS		Rs. 1.30 per SMS

**Note:**

- Payment must be made on a prepaid basis.
- 13% VAT is applicable to the cost of services.
- SMS must be purchased in multiples of 25 thousands on a prepaid basis.