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भारत संचार निगम लिमिटेड
 (भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
 (A Govt. of India Enterprise)

BSNL 3G)) BSN LIVE
 Faster than your thoughts 2010

File No.: 200-60/2008-VAS

Dated: 13-12-2012

To,

All CGMs of Telecom Circle/Metro Districts

Subject: Revised guidelines pertaining to Bulk push SMS.

Kindly refer to this office letter no. 200-25/2009-VAS dated 25.3.2009 regarding the guidelines of bulk push SMS and subsequent letters on the above subject.

2. Further, in pursuance to the letter no. 3-2/2012/P&P-CM (part File) dated 4.12.2012 regarding the tariff revision for bulk SMS issued by P&P CM branch, Bulk Push SMS service guidelines stands amended as given below.

2.1 The Bulk push SMSs are to be provisioned by signing an agreement suitable period.

2.2 The power for negotiating and giving discounts is delegated to Territorial circle CGMs of all the four zones. Circle CGMs can negotiate & give discount upto the maximum limit as specified in above table. They can decide the amount of discount based on the following:

- (a) Available spare capacity for bulk push SMS in their zones.
- (b) Market scenario viz rates being offered by private operators in their zone.
- (c) Market demand i.e. demand from vendors for BSNL push capacity in their zone etc.

2.3 The power of signing the agreement is also delegated to Four zonal circles. After negotiating the rates, the agreement shall be signed by the respective zonal Circle. A bank guarantee/DD for the agreement may be furnished by the VASPs of INR 10 lakhs or amount equivalent to monthly business committed by the VASPs whichever is higher. The validity of BG be kept for a period of agreement period added with further 6 months.


2.4 The existing agreement for Bulk Push SMS services are to be revised as per revised tariff w.e.f. date of issue of revised tariff.

2.5 Adequate TPS capacity be extended for connectivity as per justification for Bulk Push SMSs in required period. BSNL field unit has to ensure proper & timely billing of bulk SMS on fortnightly/monthly basis to reduce minimum pending

- Contd. -2-

amount on account of VASPs. The VASPs may be asked to deposit the bill amount in prescribed time. If VASP fails to do so, then the connectivity may be withdrawn immediately.

3. Field units are requested to send the report of the revenue generated bulk push SMS services on monthly basis at vasmonitor@gmail.com. The revenue may be booked under VAS head of the account.


V.K. Sharma 13/12/12

Dy. Manager (VAS-II)

Copy to:

1. Director (CM)/Director (Finance) BSNL Board.
2. PGM (RegIn)/Sr. GM (PP-CM)/GM (NOW-CM) for information please.
3. Sr. GM/GMs, CMTS Nodal Centers, Chandigarh/Pune/Kolkata/Trichy.

Dated: 04.12.2012

No.3-2/2012/P&P-CM (Part file)

Subject: Tariff revision for Bulk SMS-reg.

1. With reference to above mentioned subject, the Bulk SMS tariff is revised as follows:

(A)

Push SMS per month (in lakhs)	Flat charges payable	Maximum discounted flat price
Less than 12 lakh	Rs. 1 Lakh per month	Rs. 1 Lakh per month
12 to 50	@ 8 paisa per sms	@ 6 paisa per sms
50 to 100	@ 6 paisa per sms	@ 5 paisa per sms
100 to 200	@ 6 paisa per sms	@ 4 paisa per sms
200 to 500	@ 5 paisa per sms	@ 3 paisa per sms
500 and above	@ 4 paisa per sms	@ 2.5 paisa per sms


- The charges at (A) are for on-net SMS, means BSNL to BSNL on normal/ transactional SMS.
- If the SMS are of promotional nature then an additional @ 5 paisa per SMS shall be charged extra.
- For inter-operator SMS or off-net SMS, an additional 10 paisa per SMS shall be charged.
- For inter-operator SMS or off-net SMS and promotional SMS, an additional 15 paisa per SMS shall be charged.

Additional charges for the above is given in the table as follows:-

SMS from BSNL to	Normal/transaction (in Rs.)	Promotional (in Rs.)
BSNL Customer	0	@ 5 paisa per SMS
Other Telecom Service provider customer	@ 10 paisa per SMS	@ 15 paisa per SMS

2. The above revised charges shall be applicable to the existing agreement also and come into effect from the date of the issue of order
3. This may be brought to the notice of all concerned for taking necessary action of order.

This is issued with the approval of competent authority


(G.P. GUPTA)
DGM (Pricing-CM)
P&P-Cell, BSNL CO
Ph No.011-23717557

To
All CGMs- Telecom Circles / Telephone Districts.

Copy to:

- 1) CMD, BSNL.
- 2) Directors- CM/CFA/E/HR/F, BSNL.
- 3) ED-F/CA/NB, BSNL.
- 4) All PGMs / GMs, BSNL C.O.
- 5) GM (IT) - for making necessary update in website and place in news item.
- 6) Sr. GM (Sales & Marketing) - for marketing initiative.
- 7) GMs (CMTS/CDMA-Billing Centre).
- 8) Director General P & T Audit, Delhi- 110054.
- 9) OL Section -for Hindi version.
- 10) Guard file.