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

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

No. 200-05/2005-NS (Vol-iii)

Dated: - 15/ Sep, 2011

To

- a) The CGMs/ All Telecom Circles/Districts, BSNL
- b) The PGMs/GMs (CMTS Nodal Centre) East /West/North/South Zone
- c) M/s OnMobile/IMIMobile/Spice Digital.

Subject: -Promotion of 'BSNL Tunes' service and other IVR based services on USSD Channel-reg.

Ref: - TRAI directive on value added services dated 04-07-2011

M/s OnMobile & M/s IMIMobile were permitted to deploy USSD server for provisioning and promotions of 'BSNL Tunes' services and M/s OnMobile and M/s IMIMobile were permitted to deploy USSD server for Provisioning and promotion of IVR based value added services.

It is informed that promotion of service and subscriber request may be collected by VAS provider through USSD channel but VAS provider shall obtain confirmation from the customer for value added service through consumer originated SMS before charging the consumers. Following toll free short code for SMS are already approved for this purpose.

Services	VAS provider	Toll free Short code
'BSNL Tunes'	M/s OnMobile and M/s IMIMobile	56705
IVR based services	M/s OnMobile	52555
	M/s IMIMobile	52630


It is also understood TCCCPR. Regulations, 2010 will also come in full effect very soon. Being DOT has allotted number series for landline telemarketing resources BSNL cannot send commercial communication by mixing such communication with service communication through USSD unless specifically opted to a subscriber whose name is registered in the NCPR/DND.

These VAS providers were permitted to deploy USSD server for promotion of PRBT/IVR service with condition to provide separate interference to BSNL for the use of 25% capacity of system for BSNL's own promotions.

Cont.

All field units are requested to expedite & provide full support to these VAS providers for launch of USSD platform at the earliest.

This is issued with the approval of competent authority.


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