

No. 26-23/2012-T&C-CM

Date: 11.01.2013

**Circular T&C-CM No. 103 /12-13**

**Sub: Revision of tariff for Bulk push SMS service –reg.**

Kindly refer to order No.200-25/2009-VAS dated 25.03.2009, 3-2/2012/P&P-CM (Part File) dated 04.12.2012 and orders/clarifications issued from time to time on the subject mentioned above. Now it has been decided by the Competent Authority to revise the tariff of Retail Bulk push SMS and Bulk Push SMS as under:-

**i) Revised Bulk Push SMS Tariff:-**

**(A) Retail Bulk Push SMS Tariff :-**

Sl. No.	Push SMS per month (in Lakh)	Minimum Flat charges payable	SMS Charges			
			SMS from BSNL to BSNL customers		SMS from BSNL to other telecom service provider customers	
			Normal/ Transactional SMS	Promotional SMS	Normal/ Transactional SMS	Promotional SMS
1	Less than and equal to 5lakh	Rs.10,000/- per month	10p/SMS	15p/SMS	20p/SMS	25p/SMS

All other terms and conditions mentioned for Retail Bulk Push SMS service in VAS Branch letter no.200-25/2009-VAS dated 25.03.2009 are also applicable.

**(B) Bulk Push SMS Tariff :-**

Sl. No.	Push SMS per month (in Lakh)	Minimum Flat charges payable	SMS Charges			
			SMS from BSNL to BSNL customers		SMS from BSNL to other telecom service provider customers	
			Normal/ Transactional SMS	Promotional SMS	Normal/ Transactional SMS	Promotional SMS
1	More than 5 Lakh and Less than 12 Lakh	Rs.50,000/- per month	9p/SMS	14p/SMS	19p/SMS	24p/SMS
2	12 to < 50	Rs.1 Lakh per month	8p/SMS	13p/SMS	18p/SMS	23p/SMS
3	50 to <100	Rs.1 Lakh per month	7p/SMS	12p/SMS	17p/SMS	22p/SMS
4	100 to <200	Rs.1 Lakh per month	6p/SMS	11p/SMS	16p/SMS	21p/SMS
5	200 to <500	Rs.1 Lakh per month	5p/SMS	10p/SMS	15p/SMS	20p/SMS
6	500 and above	Rs.1 Lakh per month	4p/ SMS	9p/SMS	14p/SMS	19p/SMS

All other terms and conditions mentioned for Bulk Push SMS service in VAS Branch letter no.200-25/2009-VAS dated 25.03.2009 are also applicable.

ii) All the SMS will be charged as per tariff slab in table given above subject to minimum per month commitment in the respective slab.


iii) For billing purpose the customer will be placed in a slab, based on actual number of total SMS pushed by the customer in a month and per SMS tariff as per that particular slab will applicable for the total SMS.

iv) All other terms and conditions will remain the same.

2. The above mentioned tariff will be implemented with immediate effect and is applicable for a period of three months from the date of implementation.

3. This may be brought to the notice of all concerned for taking necessary action in this regard.

4. This circular is issued based on the approval of the Competent Authority in P&P-CM cell File No. 3-69/2012-P&P-CM. For queries/clarification/ feedback in respect of above tariff, the communication may be addressed to Sr.GM (P&P-CM), Corporate Office, BSNL, New Delhi on e-mail ID: [hqcm.pp@gmail.com](mailto:hqcm.pp@gmail.com), [hqcm\\_pp@bsnl.co.in](mailto:hqcm_pp@bsnl.co.in).

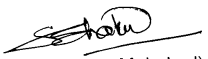
  
(N. S. Dhami)  
AGM (T&C-CM)

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To  
All CGMs- Telecom Circles/ Telephone Districts.

Copy to:

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

  
(Subrat Kumar Mohakud)  
Dy. Manager (T&C-CM)