

**BHARAT SANCHAR NIGAM LIMITED**  
(VAS BRANCH)  
2<sup>nd</sup> Floor Bharat Sanchar Bhawan, Janpath, New Delhi 10001  
**BSNL 3G** ))) **BSNL LIVE**  
Faster than your thoughts 2010

No. 200-12/2012-VAS

Dated: 11<sup>th</sup> May, 2012

To,  
All CGMs of Telecom Circle/Districts,  
PGM (CMTS)/ GM (CMTS) Nodal Centre, Chandigarh/ Pune/ Kolkata/Trichy

**Subject: Tariff for Cell Broadcast services-reg.**

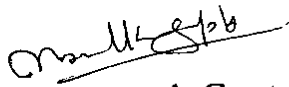
Cell Broadcast System has been installed in the GSM mobile system for use of providing cell id information. This system is capable of broadcasting one single small message in real time to reach all CBS enabled mobile handsets in an area. Also, LBE are extended to each of the circles in the zone, using which, the circles can also send circle specific information over the BTS under its jurisdiction area.

It has been decided that this system can be used for revenue generation by commercial utilization of it in all the Circles/Zones. To give a push to generation of revenue through this channel, uniform tariff has been introduced as below

Tariff
Rs. 20/- per day/Sector or Rs 300/- per month/ Sector (Plus service tax extra.)

4. The information regarding this channel may be communicated through various means to subscribers who want to avail this service for marketing of their product/services.
5. The advertisements or messages shall be broadcasted from 0900 hrs to 2100 hrs in compliance to TRAI guideline. Also, all other TRAI guidelines pertaining to this service are to be adhered.
6. The above payment may be charged in advance by Circle/ SSA. The above tariff is an introductory offer and may be reviewed after a period of 6 months depending upon the feedback.
7. The customers may apply through a simple application. The general terms, conditions and technical limitations of system may be informed to them.
8. The Circles/SSA/Zonal units are requested to take the necessary action for the implementation of these services.

9. Kindly ensure proper monitoring and sending of monthly Circle wise progress report to VAS cell for its review or may be mailed to vasmonitor@gmail.com.

  
Maneesh Gupta  
A.M (VAS-III-1)  
011-23327960

Copy to:

1. Director CM/ Director (Finance), BSNL Board- for kind information please
2. PGM (Regln)/GM (NWO-CM)/ GM (Sales & Marketing-CM)/ GM (P&P-CM), BSNL Corporate Office.