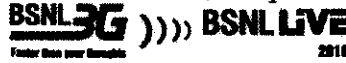


BHARAT SANCHAR NIGAM LIMITED
(A GOVERNMENT OF INDIA ENTERPRISE)
(VAS BRANCH)

2nd Floor, Bharat Sanchar Bhawan, Janpath New Delhi – 110001



VAS-2/SMSDATA3G-PKOnline/2013

Dated: 22nd May, 2013

To,
PGM (CMTS)/GM (CMTS), Chandigarh/Pune/Kolkata/Trichy
GM (VAS), Chennai

Subject: Process of ensuring the branded & Non-branded VAS of BSNL LiVE WAP portal services provisioned through Redirect (On BSNL branding) method

Kindly refer to this office letter no.200-14/2009-VAS(Pt) dated 27th Aug,2012 for provision of Music service on 'BSNL Live' WAP Portal wherein service was allowed to be launched through Proxy/Redirect (On BSNL branding) with look and feel of WAP pages of BSNL LiVE vide letter no 200-14/2009 dated 27th August, 2012 and revenue share as per guidelines 200-14/2009 dated 22nd August, 2012

2.. It has been brought to notice that nodal officer have raised concern on giving 50% revenue share to BSNL branded service provided through BSNL(On BSNL branding) as it would be difficult for them to monitor all the service to ensure BSNL branding .

3. The undersigned is directed to convey that distinction in the branded & Non-branded VAS of BSNL LiVE WAP portal services provisioned through Redirect (On BSNL branding) method may ensured by monitoring of look and feel of VAS Partner server/portal and its content randomly once in week by an officer of Nodal Center through remote login to maintain similar look and feel of BSNL LiVE portal and BSNL branding. Screenshots of VASPs server/portal may be taken and maintained for record.

4. In case, VAS Provider fails to follow the instruction of look and feel of BSNL branding at any point of time, suitable action may be taken as per terms and condition of agreement.

A handwritten signature in black ink, appearing to read 'Maneesh Gupta', with the date '24/5/2013' written below it.

Maneesh Gupta
A.M (VAS-III)
M: 09868244222