



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

Dated: 04.12.2012

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.