

# Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

Tariff & Costing-CM Section, Corporate Office,  
1<sup>st</sup> Floor, Bharat Sanchar Bhawan,  
H.C. Mathur Lane, Janpath, New Delhi - 110 001.  
Tel. No.011-23037200 Fax No.011-23329125



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

Date: 12.02.2013

## Circular T&C-CM No. 119/12-13

### **Sub: Clarification on tariff for Bulk push SMS service –reg.**

Kindly refer to this office order of even No. dated 11.01.2013 and orders/clarifications issued from time to time on the subject mentioned above. Now based on issues raised by circles, it has been decided by the Competent Authority to clarify/modify the tariff as under:-

| S. No. | Issues raised by the Circles                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Clarification / Modification                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| (i)    | Whether the date of effect of the revised rates will be 11.01.2013 with 4p/SMS rate for >5 Crore SMS ?                                                                                                                                                                                                                                                                                                                                                                                            | Yes, the date of effect of the revised rates will be 11.01.2013 with SMS rate of 4p/SMS for >5Crore SMS as per the last revision of tariff order vide letter No.26-23/2012-T&C-CM dated 11.01.2013.                                                                                                                                                                                                                                                                 |
| (ii)   | a) In the latest order, the pricing for Retail Push SMS is for more than 5 lakhs SMS and pricing for Bulk Push SMS for less than 5 lakhs is not available. So if a customer's requirement is 4 lakhs SMS per month and requires a SMSC port to be allocated solely for his use, what is the pricing that we should offer him?<br><br>b) In the order No.3-2/2012/P&P-CM (Part File) dated 04.12.12, some negotiable rates were mentioned. Whether the same is applicable for the new tariff also. | a) The range of Retail Bulk Push SMS is upto 5 lakhs SMS per month and the SMS charges mentioned against the slab is applicable for less than 5 lakhs SMS per month. The tariff has no relation with whether dedicated SMSC port is to be allocated to the customer or not.<br><br>b) The discounting powers to CGMs have been intimated vide order No.26-23/2012-T&C-CM dated 24.01.2013.                                                                          |
| (iii)  | a) Tariff for smaller slabs below 25000, > 25000 and < 50000, >50000 and < 1 lakh and < 5 lakhs SMS may be considered.<br><br>b) The minimum tariff indicated against >50 lakhs and 100 lakhs may be deleted.                                                                                                                                                                                                                                                                                     | a) Tariff intimated for less than and equal to 5 lakhs under Retail Bulk Push SMS tariff issued vide this office order No.26-23/2012-T&C-CM dated 11.01.2013 is applicable for smaller slabs also.<br><br>b) The minimum tariff indicated against > 50 lakhs and < 100 lakhs may be deleted is not justified, because the minimum tariff is given to safeguard BSNL interest in the event of customer not sending the quantum of SMS as per contract signed by him. |

2. All other terms and conditions will remain the same.
3. This circular is issued based on the approval of the Competent Authority in P&P-CM cell File No. 2-2/2012/P&P-CM (Part File). For queries/clarification/ feedback in respect of above tariff, the communication may be addressed to P&P-CM Section, Corporate Office, BSNL, New Delhi on e-mail ID: [hqcm.pp@gmail.com](mailto:hqcm.pp@gmail.com), hqcm\_pp@bsnl.co.in.

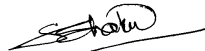
  
(N. S. Dhami)  
AGM (T&C-CM)

Ph. 011-23327658

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-North & East Zone 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)