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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

BSNL 3G)))) **BSNL LIVE**
Faster than your thoughts 2010

File No.:200-21/2008-VAS

Dated: 29-12-2011

To
Chief General Manager
All Telecom Circles/Districts

Sub: Arrangement for Business Promotion under VAS agreements for BSNL
Branded services

This is in continuation to this office letter of even No. dated 14-12-2011 regarding promotion under VAS agreements. Some of the Nodal Centres have sought clarification whether the instructions are applicable for business promotion of BSNL branded services i.e BSNL Tunes, BSNL Live & STK, also.

The matter has been examined in line with provisions given in the respective agreements and earlier instructions vide letter Nos. 200-05/2005-NS(Vol-iii) dated 18-10-2011, No. 200-68/2009-VAS(Pt.) dated 10-08-2011 and No. 200-68/2009-VAS(Pt.) dated 25-08-2011. Based on these, it is clarified that 10 TPS SMS push capacity per zone for each of the BSNL Branded services viz. BSNL-live, STK and BSNL Tunes, may be allocated for the purpose of promotion of these services without any charge from VASP. Other conditions, as stipulated in earlier relevant letters will remain un-changed.

This issues with the approval of the competent authority.


(P.K. Ticku)
DM (VAS-II)

Copy to:-

1. CMD & All Directors, BSNL Board, New Delhi.
2. All PGMs/Sr.GMs/GMs BSNL CO. New Delhi through Intranet only.
3. Sr.GMs/GMs Zonal Nodal Centres
Chandigarh, Pune, Trichy, Kolkata & Chennai.