

Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

Tariff & Costing-CM Section, Corporate Office,
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Tel. No.011-23037109/200 Fax No.011-23329125



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

Date: 04.06.2013

Circular T&C-CM No. 14/13-14

Sub: Revision of tariff for Bulk push SMS service –reg.

Kindly refer to order No.200-25/2009-VAS dated 25.03.2009, order No.26-23/2012-T&C-CM dated 11.01.2013 and orders/clarifications issued from time to time on the subject mentioned above. Now based on the Telecom Commercial Communications Customer Preference (Eleventh Amendment) Regulations, 2013 (5 Of 2013) issued by TRAI, it has been decided by the Competent Authority to revise/ modify the tariff of Retail Bulk push SMS and Bulk Push SMS as under:-

i) Revised/modified Bulk Push SMS Tariff:-

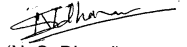
S.No.	Number of Push SMS per month	Minimum Flat charges payable(in Rs./month)	Transactional /Promotional SMS Charges (in paisa per SMS)	
			SMS from BSNL to BSNL customers	SMS from BSNL to other telecom service provider's customers
1	Less than and equal to 5 Lakh	Rs.10,000/- per month	15 paisa per SMS	18 paisa per SMS
2	More than 5 Lakh and Less than 12 Lakh	Rs.50,000/- per month	14 paisa per SMS	17 paisa per SMS
3	12 Lakh to < 50 Lakh	Rs. 1 Lakh per month	13 paisa per SMS	16 paisa per SMS
4	50 Lakh to < 100 Lakh	Rs. 1 Lakh per month	12 paisa per SMS	15 paisa per SMS
5	100 Lakh to < 200 Lakh	Rs. 1 Lakh per month	11 paisa per SMS	14 paisa per SMS
6	200 Lakh to < 500 Lakh	Rs. 1 Lakh per month	10 paisa per SMS	13 paisa per SMS
7	500 Lakh and above	Rs.1 Lakh per month	9 paisa per SMS	12 paisa per SMS

ii) However, as per Regulation 20B of the Telecom Commercial Communications Customer Preference (Eleventh Amendment) Regulations, 2013 (5 of 2013) dated 24.05.2013, there shall be no transactional SMS charge on (i) any message transmitted by or on the directions of the Central Government or State Government (ii) any message transmitted by or on the directions of bodies established under the Constitution (iii) any message transmitted by or on the directions of the Authority (iv) any message transmitted by any agency authorized by the Authority from time to time.

iii) All other terms and conditions will remain the same.

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2. The above mentioned tariff will be implemented from **10.06.2013**.
3. This may be brought to the notice of all concerned for taking necessary action in this regard.
4. This circular is issued based on approval of the Competent Authority in P&P-CM cell File No. 3-38/2009/P&P-CM (Pt) vide ECT approval No 1158 dated 03.06.2013. For queries/clarification/ feedback in respect of above tariff, the communication may be addressed to Sr.GM (P&P-CM), Corporate Office, BSNL, New Delhi on e-mail ID: hqcm.pp@gmail.com, hqcm_pp@bsnl.co.in.

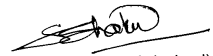

(N. S. Dhami)
AGM (T&C-CM)

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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-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)