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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: 14-10-2011

To
Chief General Manager
All Telecom Circles/Districts

Sub: Interim arrangement for Business Promotion under VAS agreements.

Policy regarding allocation of resources for BSNL VAS promotion is under finalisation and may take few weeks. In view of TCCCP Regulation 2010 and to avert likely dip in top-line revenue of BSNL, approval of the competent authority is hereby conveyed regarding allocation of 10 TPS SMS Push capacity per VAS agreement per zone without any charge to all VASPs for the purpose of BSNL VAS promotion for an interim period.

2. The above allocated resources are to be utilized by VASPs solely for the purpose of promotional activity of BSNL VAS contained in the respective agreement. This would result into increased top-line revenue and compensate for likely dip due to TCCCP regulation.

3. Any violation by VASPs in the form of mis-using the facility or transmitting promotional message for any purpose, other than promoting BSNL VAS, a penalty@ Rs. 1000/- per fault shall be imposed on the VASP. This may be recovered from the revenue share payable to the VASP or direct payment by the VASP, in case revenue share is lower than penalty amount. This will be in addition to provisions of penalty given in the TCCCP Regulation issued by TRAI. The above guidelines should be strictly followed by the Zones and it should also be ensured that no SMS is to be sent to subscribers of other operators through these resources.

This issues with the approval of the Competent authority.


(R.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.