



No. 200-6/2011-VAS/

Dated 28.09.2011

To,

GM (CMTS- Nodal Centre)
Chandigarh/ Trichy/ Kolkata/ Pune

Subject: SMS Header for BSNL branded VAS services and other customer care / promotional services.

With reference to the subject cited above and in compliance to the TCCCP Regulation, following SMS headers are being fixed across all four zones for providing services mentioned therein:

S. No.	Service	Transactional Message	Promotional Message
1	'BSNL Tunes'	BY-BTUNES	BY-656700
2	BSNL Live and Hello TV	BY-BSLIVE	BY-652323
3	STK Services	BY-BSMENU	BY-655500
4	BSNL Ad PUSH Service	BY-BSNL##	BY-611111
5	C-Topup	BY-CTOPUP	--
6	CBP-CT	BY-CBPCT	--
7	Bill payment	BY-BILL	

- 'Y' denotes the LSA code, allotted by TRAI, where SMSC is located.
- ## shall define the abbreviated name of the circle (for eg. RJ for Rajasthan).

2. For WS Call Centers, SMS headers will be as given below:

S. No.	Location of Call Center	Transactional Message	Promotional Message
1	Ajmer	BR-CCARE	BR-651503
2	Karnal	BH-CCARE	BH-652765
3	Dehradun	BW-CCARE	BW-652765
4	Lucknow	BE-CCARE	BE-651503
5	Patna	BB-CCARE	BB-651503
6	Kolkata	BK-CCARE	BK-655365
7	Bhubaneswar	BO-CCARE	BO-655365
8	Guwahati	BS-CCARE	BS-655365
9	Hyderabad	BA-CCARE	BA-652765
10	Chennai	BT-CCARE	BT-653535

11	Bangalore	BX-CCARE	BX-655365
12	Bhopal	BY-CCARE	BY-653735
13	Pune	BZ-CCARE	BZ-653733
14	Ahmedabad	BG-CCARE	BG-653735

This issues with the approval of GM (VAS).


(Monika Gautam)
AM (VAS-II-III)

Copy to:

1. CMD & All Directors, BSNL Board, New Delhi.
2. PGM (Regulation), BSNL CO –for information please.
3. All CGM Telecom Circles / Metro Districts –for information and necessary action please.