

BHARAT SANCHAR NIGAM LIMITED
(VAS BRANCH)
2nd Floor Bharat Sanchar Bhawan, Janpath, New Delhi 1
 BSNL LIVE
2010

No. 200-1/2011-VAS

Dated: 22th June, 2012

To,

All CGMs Telecom Circle/Telecom Districts

Subject: Tariff and Guidelines to Bulk MMS service.

The guidelines for Bulk Push MMS Service are as follows:

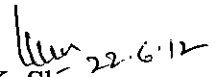
1. **Tariff:** The approved tariff for Bulk Push MMS service is as follows:

Push MMS tariff within a month	MMS Rate in Paisa/MMS	Minimum Commitment	Discount which can be given by Circle CGM
Upto 25,000	40	Rs.10,000/-	Nil
>25,000 up to 1,00,000	40	Rs.10,000/-	Nil
>1,00,000	30	Rs.30,000/-	10%

- 1.1 The rates given above shall be applicable on flat basis.
- 1.2 Each MMS will be max. of 300 Kb. MMSs will be counted for each 300Kb for calculation of charges by BSNL. E.g. If a MMS is of 360 Kb then 2 MMS will be counted.
- 1.3 Maximum size of MMS to be uploaded has to kept as 2 Mb subject to technical feasibility.
- 1.4 The territory circle CGMs are authorized to sign the agreement (as delegate) with the vendors who are interested to send Bulk MMS for the purpose of advertisement etc. The agreement being signed for bulk push SMS may be used as reference with necessary changes.
- 1.5 The CGMs are authorized to negotiate and give discount as per above table and based on the following:
 - a. Available spare capacity for Bulk Push MMS.
 - b. Market scenario viz rates being offered by private operators in their zone etc.
 - c. Market demand i.e. demands from vendors for BSNL MMS push capacity.
- 1.6 The bank guarantee for the agreements shall be Rs.10 lakhs.
- 1.7 The agency/company has to follow TRAI directions including filtering with TCCCP gateway installed by Webaroo.

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- 1.8 Circle CGMs shall devise a system to audit the system regularly so as to prevent any possibility of pushing MMS without receipt of payment.
- 1.9 Sufficient TPS be allocated to push the Bulk MMSs so that delivery of MMS be done in time.
- 1.10 A compliance report may be sent to this office & monthly revenue generated may be sent regularly vasmonitor@gmail.com. The revenue may be booked under VAS head of account.


V.K. Sharma
Dy. Manager (VAS-III)
M: 09868241941

Copy to:

1. Director (CM)/Director (Finance)/ Director (CFA), BSNL Board- for kind information please.
2. PGM (CMTS)/ GM (CMTS) Nodal Centre, Chandigarh/ Pune / Kolkata/Trichy
3. PGM (Regln)/PGM(EB)/ Sr. GM (P&P- CM)/ Sr. GM (Sales & Marketing—CM)/ GM (NWO-CM)/ GM(EB-1) BSNL Corporate Office for information please.