

Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

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

Date: 02.08.2013

Circular T&C-CM No. 27/13-14

To

All CGMs- Telecom Circles/ Telephone Districts.

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

Kindly refer to this office order of even No. dated 11.01.2013, 24.01.2013, 04.06.2013 and orders/clarifications issued from time to time on the subject mentioned above. Now based on feedback received from field units it has been decided by the Competent Authority to revise/modify the bulk push SMS tariff as under:-

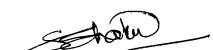
- i) Discounting powers delegated to CGMs have been increased from 1p/SMS to 2p/SMS on card rate for Bulk Push SMS.
 - ii) Bulk push SMS tariff will be applicable to M-Governance projects also.
 - iii) The transactional SMS send by/for Government agencies are to be restricted to On-net transactional SMS only and no Off-net transactional SMS is to be allowed. The rebate of 5p/SMS on transactional SMS send by/for Government agencies are applicable on On-net SMS.
2. All other terms and conditions will remain the same.
 3. The above tariff will be implemented with effect from **08.08.2013**.
 4. This circular is issued based on the ECT approval No.1231 dated 31.07.2013 in P&P-CM cell File No. 3-38/2010-P&P-CM (Pt.II). 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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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)