

Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

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Tel. No.011-23037109/200 Fax No.011-23329125



No.26-4/2012-T&C-CM (Pt.)

Dated: 07.08.2013

Circular T&C-CM No. 28/13-14

Sub: Revision in tariff of SMS STVs under GSM services-reg

Kindly refer to this office order of even No. dated 24.12.2012 vide which rate cutter SMS STVs were introduced. Now based on feedback received from field units it has been decided by the Competent Authority to revise/modify the tariff of SMS STVs as under:-

i) Revised tariff of SMS STVs:-

Sl. No.	MRP in Rs. (Incl. of S. Tax)	Existing Validity in Days	Revised Validity in Days	Existing Feature	Modified Feature- Number of Free Local/National (Any- Net) SMS*
1	12	7	7	Local/National On-net SMS @ 0.5p/SMS* & Local/National Off-net-SMS @ 10p/SMS*	130 SMS
2	24	15	15		265 SMS
3	31	30	30		385 SMS
4	52	60	30		860 SMS
5	83	20	30	Local/National On-net SMS@ 0.5p/SMS* & Local/National Off-net-SMS @ 7p/ SMS*	1650 SMS
6	147	NEW	60	NEW	3000 SMS

* The SMS tariff is applicable up to 100 SMS per day only. All the SMS beyond 100SMS/day will be charged Rs.0.50/SMS or SMS charges as per Base Tariff whichever is higher.

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

2. The above revision will be implemented with effect from **15.08.2013**.

3. This may be brought to the notice of all concerned for taking necessary action in this regard. Press note and proper advertisement as deemed fit may be made to generate adequate response. Circles may also send SMS conveying the change in feature of STVs and validity to the customers. Customers may be suitably educated / updated cost effectiveness of the revised tariff.

4. This circular is issued based on the ECT approval No.1235 dated 07.08.2013. For queries/clarification/feedback in respect of above tariff, the communication may be addressed to Product and Pricing- CM Section, C.O., BSNL, New Delhi and monthly feedback report may kindly be sent at hqcm.pp@gmail.com, hqcm_pp@bsnl.co.in for further review of the scheme.


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

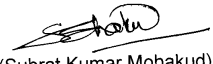
Ph. 011-23327658

To
All CGMs- Telecom Circles/ Telephone Districts.

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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 update in website and place in news item.
- 6) Sr. GM (Sales & Marketing)- for marketing initiative.
- 7) GMs (CMTS/CDMA-Billing Centre).
- 8) Director General P & T Audit, Delhi- 110054.
- 9) OL Section –for Hindi version.
- 10) Guard file.


(Subrat Kumar Mohakud)
Dy. Manager (T&C-CM)