

Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

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

Dated: 23.11.2012

Circular T&C-CM No. 85/12-13

Sub: Revision of SMS tariff by TRAI in its Telecom Tariff (Fifty Fourth Amendment) Order, 2012-reg

TRAI in its Telecom Tariff (Fifty Fourth Amendment) Order, 2012 (No.6 of 2012) dated 05.11.2012 has decided to regulate Tariff for SMSs sent by persons other than a telemarketer as under:-

“Tariff for Short Message Services sent by persons other than a telemarketer registered under regulation 14 or an entity sending transactional message, referred in clause (k) of sub-regulation (2) of regulation 20 of The Telecom Commercial Communications Customer Preference Regulations, 2010 (6 of 2010)”

ITEM	TARIFF
I. Upto one hundred SMS per SIM per day	Forbearance
II. Every SMS beyond one hundred SMS per SIM per day	Not less than fifty paise per SMS

2. In view of above, it has been decided by the Competent Authority to revise the tariff for SMS as given below:-

- Upto one hundred SMS per SIM per day, the SMS charges will be as per the plan/STV subscribed by the customer; and
- beyond 100 SMS per SIM per day, the SMS charges will be as per the plan or 50 paise per SMS which ever is more.
- For the customers who have subscribed to any volume based SMS STVs (prepaid)/ SMS pack (postpaid), upto 100 SMS per SIM per day will be free and beyond that the SMS charges will be as per the plan or 50 paise per SMS which ever is more.

3. The above revision is applicable to all postpaid and prepaid customers under GSM, CDMA/WLL (MSC Based) services and will be implemented with immediate effect.

4. This may be brought to the notice of all concerned for taking necessary action in this regard.

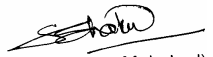

(N. S. Dhami)
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To
All CGMs- Telecom Circles/ Telephone Districts.

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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)