



Bharat Sanchar Nigam Limited

(A Government of India Enterprise)

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No.1-4/2011-RegIn/612

Dated: 7th June, 2013

To

The Chief General Managers
All Territorial Circles/ Telephone Districts
All Maintenance Regions
ITPC, Pune
BSNL

Subject: Implementation of the provisions of the Short Message Services (SMS) Termination Charges Regulations, 2013 (7 of 2013) of TRAI.

Sir,

SMS Termination Charge: I am directed to say that the TRAI has issued a notification No.409-10/2012-NSL.I dated 24th May, 2013 notify the Short Message Services (SMS) Termination Charges Regulations, 2013 (7 of 2013) which is available on the TRAI website and to convey that it has been decided to implement the provisions of the said Regulations in BSNL with effect from 1st June, 2013. Therefore, the provisions of the said Regulations must be immediately implemented by raising invoices to all operators and reconciliation, on the same pattern as IUC settlement as in case of voice calls.

2. It is underlined that as per the said Regulations of the TRAI every originating service provider shall pay to the terminating access provider a termination charge of 2 paise only for each SMS terminated by it on the network of terminating access provider.

3. It is further underlined that the termination charges for international incoming SMS shall continue to be under forbearance.

Transactional SMS Charge

4. I am further directed to say that the TRAI has amended the TCCCP Regulation, 2010 (6th of 2010) by the TCCCP (Eleventh Amendment) Regulations, 2013 (5 of 2013) notified by NO:311-23/2013-QoS dated 24th May, 2013 which is available on the TRAI website. Para 3 of the said Regulation provides for transactional SMS charge as 5 paise per SMS and the Originating Access provider may collect the transactional SMS charge from the registered telemarketer or from the transactional message sending entity or its agency, as the case may be. The transactional SMS charge is effective from 1st June, 2013. Therefore, the provisions of the said Regulations must be immediately implemented by raising invoices to all operators and reconciliation, on the same pattern as IUC settlement as in case of voice calls.

Provided that there shall be no transactional SMS charge on any message transmitted by or on the directions of the Central Government or State Government/ bodies established under the Constitution/the TRAI/any agency authorized by TRAI.

Promotional SMS Charge

5. I am further directed to say that the TRAI has already issued the TCCCP Seventh Amendment) Regulations, 2011 (6 of 2011) on 25th October, 2011 (available on the TRAI website) wherein prescribing TR 5 paise per SMS as promotional SMS charge. The Originating Access provider is to collect the promotional SMS charge from the telemarketer. All Circles are required to undertake billing and reconciliation as per above TRAI Regulations dated 25th October, 2011.

It is assumed that Circles must be raising bills to all operators and reconciling for payment; if not, the provisions of the said Regulations must be implemented by raising invoices to all operators and reconciliation, on the same pattern as IUC settlement as in case of voice calls.

6. All the Circles are required to undertake billing and reconciliation as per all the above TRAI Regulations.


(M.K. Shrivastava)
DGM (Regulation)