



EBU/TN/Customized SMS/ 11-12/I/1

Dated 30/12/2011

To  
All Heads of SSA.

Sub: Customized Bulk SMS to Corporate/ Commercially Important customers-reg.

Due to the implementation of TCCPR 2010, a single customer cannot send more than 200 SMS per day from a single SIM . So Enterprise Business Unit, Tamilnadu Circle has started providing a service called Customized SMS to Commercially important customers. The customers availing this service are Ultraa Engg.College- Madurai, ARR Group of Educational institutions-Kumbakonam,VSVN College-Virudhunagar. The salient features of Customized Bulk SMS are :

- This is a service meant for customers who want to send the Bulk SMS to their own Internal customers. The customer should have obtained the concurrence from the internal customers to receive such SMS .
- The customers can send the SMS from their premises using Broadband connectivity.
- No need of having exclusive SMPP Connectivity, No need of Signing agreement, No need of submission of Bank Guarantee.
- The existing SMPP Connectivity available in Enterprise Business cell will be shared to all the customers availing this service.
- Each customer will be provided with a username and password for accessing the FTP server .
- The message to be sent along with the Mobile numbers has to be uploaded in a text file.
- The destination mobile numbers can be from any service provider.
- Due to the implementation of TCCPR 2010, the no.of Sender IDs are restricted. If the customer wants Unique sender ID like BT-ULTRAA or BT-VSVNCO, the same can be provided on additional cost.The Cost for Sender ID per annum is Rs.10000/plus Service Tax.

The Tariff fixed for this Customized SMS is:

<b>Annual charges in Rs.</b>	<b>No.of free SMS Per year</b>
14400	120000
30000	270000
60000	600000
120000	1440000

All the charges are exclusive of Service Tax.




Customers who want to send more than 200 SMS per day can be targeted.

Potential customers are

- Educational organizations .
- Commercial organizations like Jewellers, Textile showrooms.
- Insurance Companies.
- Automobile service showrooms.

Thanks and regards,



(J. MAHENDRAKUMAR)  
General Manager (EB)