

**Corporate Office**  
2<sup>nd</sup> floor, Bharat Sanchar Bhawan,  
Harish Chandra Mathur Lane, Janpath  
New Delhi – 110001  
Tel.: 011 – 23314935  
Fax: 011 – 23734052  
agmvasbsnlco@gmail.com



**भारत संचार निगम लिमिटेड**  
(भारत सरकार का उपक्रम)  
**BHARAT SANCHAR NIGAM LIMITED**  
(A Govt. of India Enterprise)

**BSNL 3G ))) BSNL LIVE**  
2010

**File No.: 200-58/2009-VAS**

**Dated: 01-06-2012**

To,

1. CGM,  
Punjab Telecom Circle, Chandigarh
2. GM (VAS – Nodal),  
North zone, Chandigarh

**Subject: Domain name of BSNL Hello TV service & Online payment gateway integration of Hello TV service– reg.**

As you may be aware that BSNL is providing **BSNL Hello TV** service for:

- Its GSM subscribers through BSNL Live WAP Portal and
- **PC/Data Card users for BSNL & non-BSNL subscribers.**

For BSNL Hello TV service for **PC/Data Card users for BSNL & non-BSNL subscribers** some changes are being done and new features have been added which are detailed below:

**A. New domain name:**

The service, till now, was being provided through URL <http://bsnl.hellotv.in> which is sub domain of <http://hellotv.in>. This domain name is in the name M/s PK Online who has shown inability to transfer it in name of BSNL.

In view of this, to provide the services from BSNL registered domain name, competent authority has approved adoption of new domain name <http://bsnlhellotv.in> which has been registered by M/s PK Online for BSNL in the name of North Zone BSNL.

M/s PK Online has been asked to design the new domain in such a way so that subscribers directly land on this address instead of getting diverted from earlier domain of M/s PK Online. **This needs to be ensured by the North zone.** The cost of registration may be reimbursed by Punjab circle to M/s PK Online on actual basis as conveyed earlier.

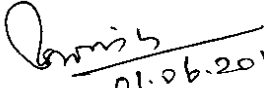
**B. Accepting “On Line payment” for Hello TV service from PC/Data Card users**

It has been decided by competent authority to allow payment of **Hello TV service for PC/Data Card users** through online banking channels also. For this purpose, **the new**

**domain name** may be integrated with BSNL payment portal Hyderabad. This will allow non BSNL subscribers to pay for the service through other means.

North zone has been designated as nodal zone for all online payments settlements regarding revenue share with vendors related to the service.

You are requested to direct concerned officials to take necessary action in this regard and **ensure that only; the new domain, is promoted through pamphlets, websites and other means.**

  
01.06.2012

(M.Subramanian)  
AGM (VAS – I)

CC:

1. All CGMs Telecom Circles/ Telecom Districts
2. CGM – ITPC
3. GM (CMTS-Nodal), East/West/South zones
4. GM – ITPC, Hyderabad.
5. DGM (Nodal), North zone
6. DGM (VAS-Tech) – For action in Call centre IVR tree, if any
7. Manager (Portal), HYDERABAD .
8. CAO(CCC), O/o CGMT (AP-Circle)
9. M/s PK Online.