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

No.EBU/TN/VAS-Genl/2012/24 dated at Chennai, the 22nd September, 2012.

To

The Principal General Manager, Coimbatore / Trichy,
General Manager, Cuddalore / Coonoor / Dharmapuri / Erode / Karaikudi / Kumbakonam /
Madurai / Nagercoil / Pondicherry / Salem / Thanjavur / Tirunelveli / Tuticorin /
Vellore & Virudhunagar.

Sub : Promotion of Value Added Services - Bulk SMS, Customized SMS, Cell Information
Display, Renting of Dark Fibre, Video Call, Hotline from FWT - reg.

Out of the target of Rs.200 crores assigned to our Tamilnadu Circle, the achievement is only Rs.63 crores till date. Only six months are left out for achieving the target. Although, SSAs are targeting all the potential customers for various services, the achievement from VAS is not appreciable. Customized SMS, Bulk SMS, Cell Information Display are the segments of VAS, where, no new telecom. resource is required for providing the service. The existing resources like SMPP connectivity from the Sales and Marketing Unit, 6400 GSM BTSs can be utilized for earning revenue from these services. Promotion / Extension of these services will not involve any additional expenditure. Revenue earned from Bulk SMS / Customized SMS / Cell Information display services is enclosed in the annexure. It is pertinent to say that very few SSAs promote these services and it is regretted that SSAs, where, potential customers are there, have not done any business so far.

The following services can be promoted by the SSAs vigorously.

- ✓ Retail Bulk SMS : Festival season has started and potential customers like Jewellery shops, Textile showrooms, Sweet shops can be targeted for sending their Bulk SMS to their customers.
- ✓ Customized SMS : Educational institutions, Jewellery shops, Milk Societies, Hotels can be identified and approached for sending the messages to their own customers, messages to customers of other networks can also be sent.
- ✓ Cell Information Display : Every mobile user will be interested to see his present location and hence Cell Information Display feature in his mobile handset would be enabled by him. This can be used for promotion of Cell Information Display (Cell Broadcast service). Name of the customer with his contact number, any welcome message, can be given as a broadcast message from the identified BTS. Target customers are Banks, Hotels, Shopping malls, and any other commercial organization. Banks can use this service for intimating their ATM locations, branch locations which will facilitate the user who may be new to the location. At present, the service is available from 2G BTS with maximum characters limited to 18. In this regard, CGM,

Regd./Corporate Office: Bharat Sanchar Bhavan, Harish Chandra Mathur Lane, Janpath,
New Delhi-110001.

Website: www.bsnl.in



Tamilnadu Circle has given instructions to all SSA Heads through SMS / letter dated 17th September, 2012.

- ✓ Video Call through Online TV Shows like the one in the ' BSNL Sports Quiz' in 'Pothigai' Channel.
- ✓ Giving Dark Fibre for M/s.Arasu Cable TV Corporation Ltd., on rental basis (Yearly / Quarterly). Detailed instructions and tariff have already been circulated.
- ✓ Hotlines with predetermined time delay for ATMS / Bank Branches / Treasuries etc to reduce burglaries / thefts. A demo was shown to representatives of EB team from SSAs on 12th September, 2012 in the EB meet (Technical write up is under preparation and will be circulated soon.)

It is requested that Heads of SSA may please show their personal interest and give suitable instructions to the Offices of EB / Sales & Marketing unit to promote the services mentioned above and ensure that additional revenue be collected without any further expenditure.


(J. Mahendrakumar)
General Manager (EB)

Encl. : AA.

VAS Achievement from April 2012 to September 2012

Name of SSA	Cell Info	PRBT	Customized SMS	Bulk SMS	TF/UAN/PRM	Web hosting
Coimbatore	0	26500	44400	35960	150000	0
Coonoor	0	0	0	0	0	0
Cuddalore	0	0	60000	199486	0	0
Dharmapuri	0	0	0	28884	0	0
Erode	0	42400	145200	45987	0	1123
Karaikudi	33300	0	0	22000	0	0
Kumbakonam	0	12000	22500	38000	0	0
Madurai	59600	0	72400	40550	0	0
Nagercoil	78000	0	0	200000	0	0
Pondicherry	0	0	140560	194624	33665	5515
Salem	50000	0	41610	31500	168000	0
Thanjavur	0	0	16200	29000	14000	0
Tirunelveli	15000	17000	53000	97000	33000	0
Trichy	0	6700	0	30000	0	0
Tuticorin	10000	0	42000	0	27000	0
Vellore	0	0	78400	0	25000	0
Virudhunagar	9000	0	20000	57500	318000	0
EB Cell				737000		
TOTAL	254900	104600	736270	1787491	768665	6638
GT	3658564					