

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

EBU/TN/Bulk SMS/2014/41

Dated <sup>16</sup>/04/14.

To

All Heads of SSA  
Tamilnadu Circle.

Sub: Revision of Retail Bulk SMS Tariff and Customized SMS -reg.  
Ref: EBU/TN/Bulk SMS/2012/2 Dated 23/01/13.

Kindly refer to this office letter cited above wherein the Retail Bulk SMS and Customized SMS Tariff were communicated. Vide Corporate office letter dated 27.1.2013, the SMS Rates are revised with effect from 01.04.2014. As per the letter, the retail Bulk SMS Rates are revised with immediate effect. Customized SMS Rates will also increase and the revised tariff will be communicated soon.

**For Retail Bulk SMS:**

Revised Tariff for Retail Bulk SMS is:

Push SMS per Month (in lakh)	Minimum Flat charges payable per month	SMS Charges	
		SMS From to Customers	BSNL to other Service Customers
Less than 1 lakh	Rs.2000/-	Transactional SMS/ Promotional SMS 20p/SMS	Transactional SMS /Promotional SMS 23p/SMS
1 lakh to <5 lakh SMS	Rs.15000/-	15p/SMS	18p/SMS
5 lakh to <12 lakh SMS	Rs.70000/-	14p/SMS	17p/SMS
12lakh TO <50 lakh SMS	Rs.1,56,000/-	13p/SMS	16p/SMS
50lakh TO <100 lakh SMS	Rs.6,00,000/-	12p/SMS	15p/SMS



100lakh SMS to <200 lakh	Rs.11,00,000	11p/SMS	14p/SMS
200lakh SMS and above	Rs.18,00,000	9p/SMS	12p/SMS

- All the charges are exclusive of Service Tax.
- It may please be noted that normally we give Retail Bulk SMS as Promotional SMS to BSNL Network numbers(onnet)


All the SMS will be charged as per tariff slab in table given above subject to minimum per month commitment in the respective slab.

For billing purpose the customer will be placed in a slab, based on actual number of total SMS pushed by the customer in a month and per SMS tariff as per that particular slab will applicable for the total SMS.

#### For Customized SMS:

There is a slight change in the Customized SMS Tariff and it will be communicated shortly.

It may please be noted that the SMS charges have been raised by all the Service Providers and hence, there will not be any discounts in SMS Tariff.

  
V.Gopalakrishnan  
Deputy General Manager(Enterprise Business)  
BSNL, Tamilnadu Circle.

Copy to:  
GM (S+M - cm).