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

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

File No.:200-21/2008-VAS

Dated: 18-09-2012

To
All The Heads of Telecom Circles/Telecom Districts
Sr.GM/GM-CMTS-Zonal Nodal Centres,

Sub: - SMS Charges for promotion of non-BSNL branded Value Added Service applicable to VAS providers

The Management Committee of BSNL has approved the revised SMS charges for promotion of non-BSNL branded Value Added Service applicable to VAS providers.

2. This guideline is in suppression of the earlier even letter dated 14-12-2011 and is applicable from immediate effect.
3. The connectivity charges payable by VASPs is given below:
 - a) For 10 TPS SMS push capacity: No charges
 - b) For 20 TPS SMS push capacity: Rs. 14,000 per month or 30 days excluding applicable taxes
 - c) For 30 TPS SMS push capacity: Rs. 24,000 per month or 30 days excluding applicable taxes
 - d) For 40 TPS SMS push capacity: Rs. 33,000 per month or 30 days excluding applicable taxes

VASP will be required to pay the amount in advance for the required push capacity and duration in co-ordination with incharge of SMSC.

4. If VASP is found to be mis-using the facility or transmitting promotional message for any purpose other than promoting BSNL VAS contained in the agreement(s), all messages sent during the calendar month till the date of violation rectification, shall be charged at applicable commercial rate in addition to penalty of Rs. 1000/- per fault/un-authorized message. The same shall be recovered from the revenue share payable to VASP or direct payment by VASP, in case revenue share is lower than penalty amount. This will be in addition to provisions of penalty given in the TCCCP Regulation issued by TRAI.

5. The above guidelines should be strictly followed by the Zones and it should be ensured by technical means that no SMS is being sent to subscribers of other operators through these resources.

This issues with the approval of the competent authority.

S.C. Parashar
18/9/12
(S.C.Parashar)
AGM (VAS-II)
011-23718783

Copy to,

1. CMD & All Directors, BSNL Board, New Delhi.
2. All VAS Providers of BSNL.