

Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

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No. 26-23/2012-T&C-CM

Date: 20.12.2012

Circular T&C-CM No. 96 /12-13

Sub: Tariff for Bulk SMS package-reg.

Kindly refer to this office order No. 10-3/Comml/2009/R&C dated 19.05.2009 vide which tariff for Bulk SMS from system to person/mobile available through Sancharnet and orders/clarifications issued from time to time on the subject mentioned above. Now keeping in view the Interconnect Agreement signed by BSNL with other operators in connection with SMS termination charges and orders of TDSAT, it has been decided by competent authority to rationalize the tariff of SMS from system to person/mobile available through Sancharnet as under:-

- i) Revised Sancharnet SMS packs for bulk SMS are as under:-

Packs	No. of SMS Credits- (Local/National)	Card Value in Rs. (Excl. of S.T)	Rate per SMS in Rs.
(1)	(2)	(3)	(4)
Bronze	5,000	1,500	0.30
Silver	10,000	2,800	0.28
Gold	25,000	6,250	0.25
Platinum	50,000	11,500	0.23

- ii) Service tax as applicable from time to time will be charged extra.
- iii) The validity of the card is 30 days from the date of activation. Balance unutilized SMS will lapse after the validity period.
- iv) For using of PSTN dial up for accessing Sancharnet, Rs.5 per hour may be deducted from the number of SMS credits available. The number of SMS to be deducted from the available credit is to be determined considering the SMS rate of that particular pack as mentioned in col.4 of the above table.
- v) For broadband customers accessing Sancharnet for SMS facility, Rs.5 per hour applicable to dialup customer should not be deducted from the SMS credits available in the pack subject to technical feasibility.
- vi) Selling these packs online through direct debit from the bank account of the customer may be explored for better response.

2. The above revision will be implemented with effect from **26.12.2012**. The implementation of the revised tariff is to be made in accordance with instructions issued by DoT/TRAI on SMS.

3. This may be brought to the notice of all concerned for taking necessary action in this regard. Proper advertisement as deemed fit may be made to generate adequate response.

4. This circular is issued based on approval of the Competent Authority in P&P CM cell File No.3-2/2012/P&P-CM (Part). Queries/feedback in respect of above tariff, may be addressed to Sr.GM (P&P-CM), Corporate Office, BSNL, New Delhi on e-mail ID: hqcm.pp@gmail.com, hqcm_pp@bsnl.co.in.



(N. S. Dhama)
AGM (T&C-CM)

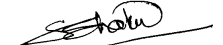
Ph. 011-23327658

To

All CGMs- Telecom Circles/ Telephone Districts.

Copy to:

- 1) CMD, BSNL.
- 2) Directors- CM/CFA/EB/HR/Fin, BSNL.
- 3) ED-Fin/CA/NB, BSNL.
- 4) All PGMs / GMs, BSNL C.O.
- 5) GM (IT) - for making necessary update in website and place in news item.
- 6) Sr. GM (Sales & Marketing)- for marketing initiative.
- 7) GMs (CMTS/CDMA-Billing Centre).
- 8) GM (VAS-Tech)/GM (NWO), BSNL C.O.
- 9) Director General P & T Audit, Delhi- 110054.
- 10) OL Section –for Hindi version.
- 11) Guard file.



(Subrat Kumar Mohakud)
Dy. Manager (T&C-CM)