

**Corporate Office**  
2<sup>nd</sup> floor, Bharat Sanchar Bhawan,  
Harish Chandra Mathur Lane, Janpath  
New Delhi – 110001  
Tel.: 011 – 23312300  
Fax: 011 – 23327306



**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: 14-12-2011**

To  
Chief General Manager  
All Telecom Circles/Districts

**Sub:** Arrangement for Business Promotion under VAS agreements.

The Management Committee of BSNL Board in its 111<sup>th</sup> adjourned meeting held on 16<sup>th</sup> & 17<sup>th</sup> November, 2011 has approved allocation of resources for the purpose of promotional activity by VASPs for BSNL Business Promotion under VAS agreements.

2. These guidelines are in supersession of the earlier instructions issued vide letter No.200- 21/2008-VAS dated 14-10-2011 and shall be effective from 01-01-2012.

3. The connectivity resource charges payable by VASP will be as given below:-

- a) For 10 TPS SMS push connectivity: Rs 20000 per month excluding applicable taxes.
- b) For 20 TPS SMS push connectivity: Rs 35000 per month excluding applicable taxes.
- c) For 30 TPS SMS push connectivity: Rs 45000 per month excluding applicable taxes.

VASP will be required to pay the amount in advance for the required push capacity and duration in co-ordination with the 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 the penalty of Rs.1000/- per faulty/ un-authorized message. The same shall have to be recovered from the revenue share payable to the VASP or direct payment by the 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.

*Sejan*  
14/12/11  
(S.C.Parashar)  
AGM (VAS-II)

Copy to:-

1. CMD & All Directors, BSNL Board, New Delhi.
2. All PGMs/Sr.GMs/GMs BSNL CO. New Delhi through Intranet only.
3. Sr.GMs/GMs Zonal Nodal Centres Chandigarh, Pune, Trichy, Kolkata
4. Sr.GM (NOW-CM) Chennai TD.
- 5.All VAS Providers of BSNL.