

Bharat Sanchar Nigam Limited
113, Bharat Sanchar Bhawan, Janpath, New Delhi-110001
(VAS Branch)

No.200-49/2005-NS (pt)

Dated:12.07.2013

To,

1. All CGM of telecom Circles/Metro districts
2. Sr.GM/GM (CMTS/VAS) Chandigarh/ Pune/ Hyderabad/ Kolkata/Trichy/Chennai
3. GM Nodal VAS Chennai.

Subject: Amendment to the guidelines regarding "Forced activation of VAS and measures" issued vide letter vide 200-49/2005- NS (pt) dated 21.6.2013.

1. Guidelines for "Forced activation of VAS and measures" dated 21-6-2013 were issued to check forced activations of VAS as interim measures till the Centralized VAS provisioning system and consent gateway platform becomes operational. As per these guidelines, Subscription based services on IVRS, WAP and USSD are to be activated only after getting confirmation through SMS-MO from the subscribers.
2. In case of Mobile TV and Data based VAS subscription services given through WAP /web based interface, competent authority has reviewed and approved following arrangement for taking appropriate confirmation from the subscribers to avoid forceful subscription and to maintain the user experience and VAS revenue of these VAS services

Option-1: One Time Password (OTP) process applicable for Mobile TV and other Data based subscription VAS sold through WAP/ Web interface

The process will be as given below:-

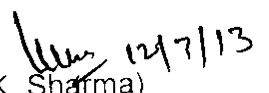
- a. User will click on "buy" link on the portal/ SMS/ banner.
- b. The confirmation page will ask the user to complete the purchase by submitting MSISDN. (If MSIDN is already available through WAP gateway, prompt him/her to enter OTP on the confirmation page.)
- c. User will receive an OTP from the system of VASP through SMS on real time basis and enter the same on the confirmation page to confirm & complete the purchase of the VAS.
- d. User will receive immediately a confirmation message to this effect.
- e. 3 days before the subscription renewal, an alert will be sent to the user with intimation of renewal and instructions for un-subscription in line with the process defined by TRAI i.e send STOP to 155223

This method is already being used for E-commerce, banking transactions etc. and is quite popular by now. CDR will get generated as soon as the User will receive an OTP (one time password) by SMS on his/ her mobile.

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Option-2: App/ Wap generated MO Message (Applicable for handsets that support auto-generation of SMS invoked through browser based/ Native Apps)

- a. VASPs will make available App to customers as free download.
 - b. User clicks on "buy" link within the App.
 - c. The App will facilitate generation of MO-SMS during the session as a confirmation to buy VAS, as soon as the User clicks on "buy" link on the portal/ SMS/ banner.
 - d. On receipt of MO-SMS message by VASP system, the purchase of VAS will get concluded.
 - e. User will receive immediately a confirmation message to this effect.
 - f. 3 days before the subscription renewal, an alert will be sent to the user with intimation of renewal and instructions for un-subscription in line with the process defined by TRAI i.e send STOP to 155223.
3. In either options, log/ SMS CDR will get generated in the SMSC and may be used for verification, in case of complaint from the customer.
 4. Session established between subscriber and VASPs server may also be kept, as per technical feasibility in zones, to be cross checked with the log/SMS CDR in case of complaint.
 5. VASP may implement either option or both options as per the technical feasibility of zones in consultation with the CMTS Nodal centers.
 6. These guidelines may be implemented as amendment in case of subscription services related to Mobile TV and DATA based Services provided through Web/WAP interface to the guidelines issued vide No. 200-49/2005-NS (pt) dated 21-06-2013. All VASPs be intimated suitably.


(V. K. Sharma)
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Copy to:

1. Director (CM)/Director (Fin) BSNL Board – for kind information please.
2. PGM (Regulation)/GM (NWO) CM/GM(S&M) CM BSNL Corporate office.
3. All VAS Providers.