

# Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

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

Date: 27.03.2014

## Circular T&C-CM No. 88/13-14

### Sub: Revision of tariff for Bulk push SMS service –reg.

Kindly refer to order No.200-25/2009-VAS dated 25.03.2009 and this office order of even No. dated 11.01.2013, 24.01.2013, 04.06.2013, 02.08.2013, 31.01.2014, 03.02.2014 and orders/clarifications issued from time to time on the subject mentioned above. Now based on feedback received from field units it has been decided by the Competent Authority to revise/ modify the tariff/slabs of Bulk Push SMS as under:-

#### i) Revised/modified Bulk Push SMS Tariff/Slabs:-

S. No	Push SMS per month (in Lakh)	Minimum Flat charges payable( in Rs./month)	SMS Charges(in paisa per SMS)		Discounting power to CGM	Discounting power for ECT-EB, BSNL CO
			SMS from BSNL to BSNL customers	SMS from BSNL to other telecom service provider customers		
			Transactional /Promotional SMS	Transactional /Promotional SMS		
1	less than 1 Lakh	<b>Rs.2000/- per month</b>	<b>20paisa per SMS</b>	<b>23 paisa per SMS</b>	<b>No power</b>	<b>No power</b>
2	1Lakh to < 5 Lakh	<b>Rs.15,000/- per month</b>	15paisa per SMS	18paisa per SMS	1Paisa	1Paisa
3	5 Lakh to < 12 Lakh	<b>Rs.70,000/- per month</b>	14paisa per SMS	17paisa per SMS		
4	12 Lakh to < 50 Lakh	<b>Rs.1.56 Lakh per month</b>	13paisa per SMS	16paisa per SMS		
5	50 Lakh to < 100 Lakh	<b>Rs.6 Lakh per month</b>	12paisa per SMS	15paisa per SMS		
6	100 to < 200 Lakh	<b>Rs.11 Lakh per month</b>	11paisa per SMS	14paisa per SMS		
7	200 Lakh and above	<b>Rs.18 Lakh per month</b>	<b>9paisa per SMS</b>	<b>12paisa per SMS</b>		

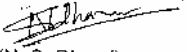
ii) Total discounting power of 2 paisa has been modified as mentioned above.

iii) Other terms and conditions will remain the same.

2. The above mentioned tariff will be implemented from 01.04.2014.

3. This may be brought to the notice of all concerned for taking necessary action in this regard.

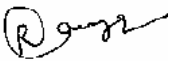
4. This circular is issued based on approval of the Competent Authority in P&P-CM cell File No. 3-38/2010/P&P-CM (Pt. II) vide ECT approval No 1470 dated 26.03.2014. For queries/clarification/ feedback in respect of above tariff, the communication may be addressed to - Product & Pricing – CM Branch, Corporate Office, BSNL, New Delhi on e-mail ID: [hqcm.pp@gmail.com](mailto:hqcm.pp@gmail.com), [hqcm\\_pp@bsnl.co.in](mailto:hqcm_pp@bsnl.co.in).

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

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 updation 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)/PGM (Regulation), BSNL C.O.
9. Director General P & T Audit, Delhi- 110054.
10. OL Section –for Hindi version.
11. Guard file.

  
(Rakesh Arya)  
Uy. Manager (T&C-CM)