



No.3-2/2012/P&P-CM (Part file)

Dated: 04.12.2012

Subject: Tariff revision for Bulk SMS-reg.

1. With reference to above mentioned subject, the Bulk SMS tariff is revised as follows:-

(A)

Push SMS per month (in lakhs)	Flat charges payable	Maximum discounted flat price
Less than 12 lakh	Rs. 1 Lakh per month	Rs. 1 Lakh per month
12 to 50	@ 8 paise per sms	@ 6 paise per sms
50 to 100	@ 6 paise per sms	@ 5 paise per sms
100 to 200	@ 6 paise per sms	@ 4 paise per sms
200 to 500	@ 5 paise per sms	@ 3 paise per sms
500 and above	@4 paise per sms	@ 2.5 paise per sms

- The charges at (A) are for on-net SMS, means BSNL to BSNL on normal/ transactional SMS.
- If the SMS are of promotional nature then an additional @ 5 paise per SMS shall be charged extra.
- For inter-operator SMS or off-net SMS, an additional 10 paise per SMS shall be charged.
- For inter-operator SMS or off-net SMS and promotional SMS, an additional 15 paise per SMS shall be charged.

Additional charges for the above is given in the table as follows:-

SMS from BSNL to	Normal/transaction (in Rs.)	Promotional (in Rs.)
BSNL Customer	0	@ 5 paise per SMS
Other Telecom Service provider customer	@ 10 paise per SMS	@ 15 paise per SMS

2. The above revised charges shall be applicable to the existing agreement also and come into effect from the date of the issue of order.
3. This may be brought to the notice of all concerned for taking necessary action of order.

This is issued with the approval of competent authority.

(G.P.GUPTA)
DGM (Pricing-CM)
P&P-Cell, BSNL CO
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To
All CGMs- Telecom Circles / Telephone Districts.

Copy to:

- 1) CMD, BSNL.
- 2) Directors- CM/CFA/E/HR/F, BSNL.
- 3) ED-F/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) Director General P & T Audit, Delhi- 110054.
- 9) OL Section -for Hindi version.
- 10) Guard file.