

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

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

Dated: 06 .06.2013

To,

1. All CGM of Telecom Circles/Metro districts
2. Sr.GM/GM (CMTS/VAS), Chandigarh/ Pune/ Kolkata/ Trichy/Chennai

Subject: Revision VAS revenue share to VASPs in Various agreements signed by VAS branch.

It has been given indicated by various field units that Force activations are more in Subscription services compare to Browsing or pull based services. It was suggested that all type of subscription based VAS except PRBT and Mobile TV services may be stopped and only browsing based IVR service be allowed.

2. The issue has been analyzed by this office, it is of the view that rather than stopping subscription based VAS, **Subscription based VAS may be dis-incentivized** and **Browsing based VAS may be made lucrative**. If any customer wants to use/ take IVRS based VAS, one can do so by dialing the IVRS short code and listen to Music, FM Radio, Live Arati, Astrology, Cricket score, health services, Horoscope, career services, Gossip, Chat services etc. This will result into increase in MOU. Similarly, in case of SMS/ USSD based VAS too, subscription based is major cause of forced VAS activations and needs to be kept under proper check. Uniform process as for IVRS could be applied for SMS/ USSD based VAS as well. If any customer wants to use/ take SMS/ USSD based VAS, one can do so by sending SMS/ USSD message for related VAS like live cricket score, thoughts of the day, Jokes astrology, health services, Horoscope etc. VASPs, in any case, keep promoting such their short codes and associated key words so that will not be an issue.

3. Approval of competent authority is hereby conveyed w.e.f. 18.6.2013 for the revision of cost of content (revenue share) to VASPs in Various agreements for provision of VAS, signed by VAS branch as given below. This will be applied to all policies of SMS/ Data/ USSD/ Combo/ Location based/ IVRS/ Human Assisted Voice based VAS keeping rest part of agreement un-changed.

— Contd —

3.1 40% of EUP, which is to be decided mutually, for the VAS delivered through Data bearer on VASPs branding. It was 38% earlier.

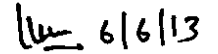
3.2 50% to 40% of EUP, which is to be decided mutually, and depending upon mode of delivery of service/type of VAS/ branding, for the VAS through BSNL LIVE. It was 50% to 38% earlier.

3.3 40% of EUP for the VAS through IVR Direct Access Service (Pay-per-use Browsing) or Browsing part of subscription service. It was 30% earlier in either case.

3.4 20% of End User Price (EUP) Rs. 3/- (Changed from existing Rs. 2/-) in case of MO-SMS (Mobile Originated SMS) to the short code. It was 12% of EUP Rs.2/- earlier.

3.5 The EUP for MO is revised to Rs.3/- in all cases including STK based Services.

4. The above may not be applied for the Revenue share payable to VASPs in the agreement signed by BSNL after Tender/EOI etc (like STK, PRBT etc.). There revenue share will be strictly governed by tender conditions.

 6/6/13

(V.K.Sharma)

Deputy Manager (VAS-III)

Mob: 09868241941

Copy to:

1. Director(CM)/Director (Fin) BSNL Board – for kind information please.
2. All CGMs of BSNL
3. PGM(Regulation)/GM(NWO) CM/GM(PP)CM BSNL Corporate office.