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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

BSNL 3G)))) **BSNL LIVE**
Faster than your thoughts 2010

File No.: 200-23/2008-VAS(pt)

Dated: 25-04-2013

To,

All the Chief General Managers,
Telecom Circles/ Telecom Districts / NTR.

Subject: Tariff for Bulk Push SMS services under M-Governance Policy – reg.

Ref: 1) Letter No. 200-23/2008-VAS dated 13-04-2010 (Available on Intranet).

2) Letter No. 200-23/2008-VAS dated 13-04-2010 (Confidential letter to CGMs)

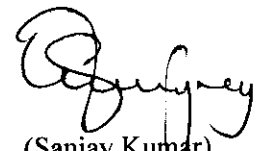
3) Letter No. 26-23/2012-T&C-CM dated 11-01-2013 (Circular No. T&C-CM No. 103/12-13).

4) Letter No. 26-23/2012-T&C-CM dated 24-01-2013 (Circular No. T&C-CM No. 111/12-13).

Kindly refer above mentioned letters wherein Bulk Push SMS rate (i.e. 10 paisa per SMS) for M-Governance services (at Ref-1) and discounting power for SMS Push rate to CGMs (at Ref-2) were conveyed.

2. Considering TRAI regulations, T&C-CM cell revised commercial BULK Push SMS rates vide letters at ref 2 &3. Accordingly, revision of rates for Normal / Transactional & promotional Bulk Push SMS under M-Governance services were also considered.
3. Competent authority has decided that Bulk SMS rates and also discounting power to CGMs under M-Governance Service would be same as applicable for commercial Bulk Push SMS.
4. The rate for MT SMS (Acknowledgment and reminder) would be Re 0.35 per SMS. In other cases of MT SMS the rates shall be decided in consultation with Government, PSU and Municipal/Local Bodies.
5. The above guidelines shall be applicable for all M-Governance services including those being provided through DeitY platform.
6. The above shall be implemented with immediate effect.

This is issued with the approval of competent authority.


(Sanjay Kumar)
DGM (VAS – I)

Copy to:

Sr. GM (P&P-CM), BSNL C.O.