

# Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

Tariff & Costing-CM Section, Corporate Office,  
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H.C. Mathur Lane, Janpath, New Delhi - 110 001.  
Tel. No.011-23037200 Fax No.011-23329125



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

Date: 31.01.2013

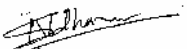
## Circular T&C-CM No. 80/13-14

### **Sub: Tariff for bulk push SMS service –reg.**

Kindly refer to this office order of even No. dated 11.01.2013, 24.01.2013, 04.06.2013, 02.08.2013 and orders/clarifications issued from time to time vide which tariff for bulk push SMS was communicated. Now based on feedback received from field units it has been decided by the Competent Authority to rationalize the bulk push SMS service tariff as below:

Bulk Push SMS Providers would have to choose any one of the options mentioned below:

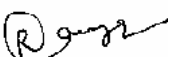
- iii) Rates which are already approved for bulk push SMS on submission basis.
- iv) 1.3 times of existing bulk push SMS rates will be applied on successful delivery basis.
2. The above tariff will be applicable with effect from **01.02.2014**.
3. All other terms and conditions will remain the same.
4. This may be brought to the notice of all concerned for taking necessary action. Press note and proper advertisement as deemed fit may be made to generate adequate response.
5. This circular is issued based on ECT approval No.1407 dated 31.01.2014 in P&P CM cell File No.3-38/2010/P&P-CM (Pt.II). For queries/clarification/ feedback in respect of above tariff, the communication may be addressed to P&P-CM Section, Corporate Office, BSNL, New Delhi on e-mail ID: [hqcm.pp@gmail.com](mailto:hqcm.pp@gmail.com), 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 update 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)