

**VAS CELL**

2<sup>nd</sup> floor, Bharat Sanchar Bhavan,  
Harish Chandra Mather Lane, Jan path  
New Delhi – 110001  
Tel.: 011 – 23312300  
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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 2010VAS-3/PRBT-2014/ IMI (Vol-I) Pt.

Dated: 14.07.2017

To,

PGM/GM (CMTS), Nodal Centre  
Chandigarh / Pune / Trichy / Kolkata.

Sub: Revenue Share of Data STV recharge packs with PRBT Service.

1. The detail of PRBT Bundled STVs approved by BSNL competent authority are given below:

S. No.	Price of Prepaid PRBT bundled STV (In Rs.)	STV Value	Content Value PRBT	Data /Usage Value	Voice	Validity of STV & PRBT in days from the date of activation
1.	Rs. 259/-	217/-	42/-	Usage Value Rs. 220	110 free calls On-net	(30 days)
2.	Rs. 379/-	337/-	42/-	Unlimited (speed restricted to 80 kbps after 4 GB/day)	On-net Unlimited Off-net 30 min/day	(30 days)
3.	Rs. 549/-	459/-	90/-	Unlimited (speed restricted to 80 kbps after 5 GB/day)	NIL	(90 days)

“As per present retail VAS bundling policy total 12.5% (5.5% to retailer, 5% to Pyro & 2% to BSNL is paid) from EUP”. Therefore cost of bundling above STV comes out to be

12.5 % of Rs. 42/- = Rs.5.25/- for 30 days validity

and

12.5 % of Rs. 90/- = Rs.11.25/- for 90 days validity.

Contd..

Regd. & Corporate Office: Bharat Sanchar Bhavan, H.C. Mathur Lane, Janpath, New Delhi-110001.  
Corporate Identity Number (CIN): U74899DL2000GOI107739

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2. Following are the details of the revenue share for the STVs bundled with PRBT:

	Subs cription Char ges	Song Sele ction Char ges	To tal	Total Commission payable@ 12.5%			Net Revenue	IMI / OnMobile Share	BSNL share
				Retailer @5.5%	M/s Pyro @ 5 %	BSNL @ 2%			
Subscribers who activate Premium tune with 30 days validity	30	12	42	2.31	2.10	0.84	36.75	= 10- (12.5% of 42)*10/42= 10-1.25 =8.75	=36.75- 8.75+0.84 =28.84
Subscribers who don't activate Premium tune with 30 days validity	30	12	42	2.31	2.10	0.84	36.75	= 5- (12.5% of 42)*5/42=5 -0.625 =4.375	=36.75- 4.375+0.84 =33.215
Subscribers who activate Premium tune with 90 days validity	60	30	90	4.95	4.50	1.8	78.75	= 24.50- (12.5% of 90)*24.50/ 90=24.5- 3.06=21.44	=78.75- 21.44+1.80 = 59.11
Subscribers who don't activate Premium tune with 90 days validity	60	30	90	4.95	4.50	1.8	78.75	= 12- (12.5% of 90)*12/90= 12-1.5 =10.50	=78.75- 10.50+1.80 =70.05

Note: All figures in INR.

3. If the desired denominations are not free then it may be configured nearest available free denomination with the condition adjustment of amount from PRBT component & not from BSNL STV component.
4. If a existing subscriber of PRBT activate the above STVs, the PRBT subscription validity shall start immediately after the expiry of current subscription.
5. In case of new PRBT subscriber, default BSNL signature tune may be activated while activating the subscription which can further be changed by customer.

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6. No revenue share shall be payable to PRBT vendor on song selection component on activation of default signature tune.

  
(Sanjay Kumar)  
DGM (VAS)

Copy to:

1. M/s Pyro / M/s Netxcell for information and necessary action please.
2. M/s IMI / M/s OnMobile for information and necessary action please.