

Sales & Marketing-CM
219, Eastern court
Corporate Office, New Delhi-1
Tel No 23326544, Fax 23326545
ddg_sales@bsnl.co.in



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

No. 13-1/2013-S&M-CM

Dated 22.11.2013

Press Release

BSNL launches SIM embedded SMS based utility services

With a view to provide customer friendly utility services to its mobile customers, state owned telecom giant BSNL, has launched upgraded version of SIM embedded SMS based new services. The STK (SIM Tool Kit) menu based services are available through SMS. The utility services are embedded in SIM and are easier to use as they are preconfigured. The users need not dial any short code for accessing any particular service. The STK based Value Added Services are being provided by BSNL in collaboration with M/s Spice Digital in North & West zones and M/s ACL Wireless in South & East zones.

Giving details of the new services, Director(CM) BSNL Board, Mr. Anupam Shrivastava said, BSNL mobiles customers, through Cellone Menu, can get various information like News, Finance, Rail /Air Reservation status, Cricket scores etc. STK based applications are facilitated by Wireless Internet Browser (WIB) and are really customer friendly to use.

(Upendra Bakolia)
Addl.GM (Sales&Mktg.)