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**भारत संचार निगम लिमिटेड**  
(भारत सरकार का उपक्रम)  
**BHARAT SANCHAR NIGAM LIMITED**

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VAS-12/CBS EOI- 2013(Pt-II)

Dated: 29<sup>th</sup> December, 2015

To.

1. All CGMs of Telecom Circle/ Districts
2. GM/ GM (CMTS/ VAS) Chandigarh/Pune/Trichy/Kolkata

**Subject: Distribution of SIMs with Celltick applet-reg.**

**Reference No:**

1. D.O VAS-12/CBS-EOI-2013 dated june 3 , 2015
2. VAS-12/CBS EOI-2013 dated 4<sup>th</sup> June 2015
3. VAS-12/CBS-EOI-2013 (Pt) dated 17/7/2015

M/s Celltick Mobile Media (India) Pvt. Limited (hereinafter called M/s Celltick) had signed an Agreement with BSNL on 1st Sep, 2014 for integration of Cell Broadcast System with BSNL Network & provisioning of BSNL Buzz service for GSM subscribers of BSNL in all four zones of BSNL. Service was launched in 3<sup>rd</sup> July, 2015 by Honorable MOC.

2. It may be noted that service can be enabled only on SIMs burnt with Celltick applet. This service has enormous potential for generation of revenue and high penetration ratio compare to other VAS services, thus needs to give focus on its expansion. To increase the revenue from the CBS service, it was requested to prioritize the sale & distribution of M/s Celltick enabled SIM cards received from Telecom Factory vide above referred letters

3. SIMs with celltick applet were made available to various telecom circles since April - 2015. Mumbai TF supplied nearly 30 lakhs SIMs from April 2015 to Aug, 2015. However, the total no of SIMs with celltick applet registered on CBS server are only 14 lakhs till November 2015. It might be due to pushing old stocks of SIMs by field units which are not embedded with Celltick applet. Non availability of Celltick enable SIMs with BSNL customer is causing revenue loss to BSNL

4. In the review meeting with M/s Celltick, it was noticed that percentage of activation of SIMs with M/s Celltick applet is only 25% out of total activations of BSNL SIMs which is quite

low. Keeping in view of the fact that on one hand, BSNL has to liquidate old stock of SIMs (Without Celltick applet) and on the other hand BSNL is losing the revenue due to inadequate availability of Celltick enabled SIMs. Therefore, It has to be ensured that circles having both type of SIMs should distribute mix of both type of SIMs in their distribution channel.

Compliance report of same may be submitted to this office by end of every month for reviewing the CBS project.

This is issued with the approval of Director (CM).

  
Sanjay Kumar  
GM(Sales& Marketing)

Copy to

1. Director (CM)/ Director(Finance), BSNL Board for kind information please
2. GM(NWP-CM) for information and necessary coordination with circles .
3. All the SPOCs of CBS project to coordinate with sales & marketing unit in their Circles for implementation of the instructions.
4. M/s Celltick Mobile Media (India) Pvt. Limited.