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

200-29/ 2012-VAS

Dated 31-12-2013

To,

**GM (Nodal Incharge)
North/East/South Zone
Chandigarh/Kolkata/Trichy**


**Sub: Retailing of BSNL branded Value Added Service through C-Top-up channel.
Ref: This office letter no. 200-29/2012-VAS dated 07/11/2013 (for North/East zone) and
06/08/2013 (for South zone).**

Kindly refer to the above mentioned letters in which approval of Competent Authority to start retailing of Value Added Services through C-Top-up channel was conveyed. In continuation to that, it has been decided by the competent authority that BSNL branded PRBT service shall also be sold through C-Topup channel. In this regard, following commercials have been approved:

- i. Sale of all PRBT subscription packs via retailer channel.
- ii. Deduction of 5.5% of EUP against revenue share to be paid to retailers. 1% of EUP revenue share to M/s Pyro for integration (as PRBT is BSNL branded and its marketing responsibility lies with BSNL).
- iii. The above revenue share (6.5% of EUP) would be deducted from subscription amount and the balance would be shared between BSNL and PRBT VASPs in the same proportion as is applicable for all subscription.

The necessary integration may kindly be complied by 15th Jan'14 and compliance report may be sent to this office positively by 16th Jan'14.

This is for your information and further necessary action please.


(Sanjay Kumar)
DGM (VAS-I)

CC:

1. Director (CM), BSNL CO
2. CGM, All telecom circles/districts. – for west zone, instructions will be issued separately.
3. GM(S&M -CM)/ GM(PP-CM)/ GM(Fin-CM)/ GM(RA& TP), BSNL CO
4. M/s Pyro Networks Pvt. Ltd., Hyderabad
5. M/s Onmobile / M/s IMI.s