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

No. :- VAS-12/CBS EOI- 2013 (Pt.I)/47

Dated: 24<sup>th</sup> August, 2016

To,

1. GM/GM (CMTS/VAS) Chandigarh/Pune/Trichy/Kolkatta.
2. M/s Celltick Mobile Media (India) Pvt. Ltd.

Sub:- Promotion of other VASP's contents through P2P Interactive Campaign Solution proposed  
by M/s Celltick

M/s Celltick Mobile Media (India) Pvt. Limited has signed an Agreement with BSNL on 1<sup>st</sup> Sept, 2014 for integration of Cell Broadcast System with BSNL Network for GSM subscribers of BSNL in all four zones of BSNL. BSNL Buzz services were launched by Hon'ble MOC & IT on 3<sup>rd</sup> July, 2015 on all India basis.

2. M/s Celltick has proposed P2P Interactive Campaign Solution for promotion of other VASPs contents. This P2P Interactive SMS is an innovative service that utilizes the Celltick applet residing on the SIM cards and utilizes Live Screen platform to enable next generation Interactive SMS promotion service for other VASP's.

3. As per agreement clause 1.4 of Financial condition Part II of agreement, M/s Celltick will be paid 5 % revenue share of the EUP of the VAS activated by subscriber through Celltick applet resides in SIMs. VASP's who are willing to pay 5 % amount of EUP of contents on behalf of provisioning the service through Celltick, may be integrated with Celltick platform. However, M/s Celltick is free to negotiate with VASP's for any additional commercials at no cost and liability to BSNL.

4. BSNL shall provide necessary connectivity with SMSC and other network elements for enabling the service as per annexure III "Scope of work" of the agreement.

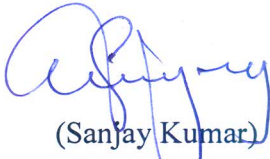
5. M/s Celltick would be provided free 50 TPS per zone to push SMS of other VASP's as per approval of this office letter no. VAS-15/General Meeting/2013 dated 11-01-2016.

6. Call flow arrangement shall be followed as per annexure attached with this letter. In case of any clarification M/s Celltick may be contacted directly.

7. All other terms and conditions of agreement No. VAS-12/CBS-2014 dated 1<sup>st</sup> September, 2014 will continue to be applicable unchanged.

8. All relevant TRAI/DOT guidelines may kindly be followed while provisioning the service.

This is issued with the approval of competent authority.

  
(Sanjay Kumar)  
DGM (VAS)

Celltick P2P call flow for BSNL BUZZ

