

BHARAT SANCHAR NIGAM LIMITED
(VAS BRANCH)
2nd Floor Bharat Sanchar Bhawan, Janpath, New Delhi- 110001
BSNL 3G)))) **BSNL LIVE**
Faster than your thoughts 2010

No. 200-49/2005-NS (Pt.)

Dated: 22nd June, 2012

To,

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

Subject: Allotment of uniform short code for unsubscribing/deactivation of any Value Added service through tollfree number.

In compliance to TRAI directions dated 30.10.2007, the competent authority has decided that:

Toll Free short code by suffixing '99' to the original short code of VAS provider may be used for deactivation/unsubscription of services. The customer may send SMS to VAS provider with deactivation keyword or blank SMS to the newly allotted short code. After deactivation the VAS provider should send the confirmation SMS with short code as sender ID, not with the suffix '99'.

2. The charging of such MO SMS may be kept as zero paisa, which can be stored in CDRs of IN.
3. All zonal units are requested to implement the same with immediate effect. A compliance in this regard to be sent to this office by 30.06.2012.

V.K. Sharma
22.6.12
V.K. Sharma
Dy. Manager (VAS-III)
M: 09868241941

Copy to:

1. All CGMs, BSNL.
2. PGM (Regln)/GM (NWO-CM)/ GM (Sales & Marketing-CM)/ GM (P&P- CM), BSNL Corporate Office.