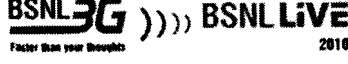


BHARAT SANCHAR NIGAM LIMITED
(A GOVERNMENT OF INDIA ENTERPRISE)
(VAS BRANCH)

2nd Floor, Bharat Sanchar Bhawan, Harish Chandra Mathur Lane, Janpath New Delhi – 1



No. 200-46/2012-VAS

Dated: 23rd July, 2012

To

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

Subject: Provision of India Srilanka Cricket series on BSNL Hello TV by M/s **PK Online Ventures Private Limited (PK Online)**.

BSNL had signed an agreement with **PK Online** for BSNL branded Mobile Hello TV service “**BSNL Hello TV**” through BSNL Live WAP Portal on 9th October, 2009 for 38 months.

2. **PK Online** has acquired the rights to stream the upcoming India Srilanka Cricket series starting from 21st July, 2012 to 7th August, 2012. There will be 5 ODIs and 1 T20 match.
3. Based upon the request of **PK Online** BSNL has agreed to provide India Srilanka Cricket series on BSNL Hello TV with following tariff:

Sr. No	Plan	Tariff
1	Per match i.e. each ODI and T20	Rs.20/- (Rupees Twenty only)
2	Entire series (5 ODIs +1 T20)	Rs.99/- (Rupees Ninety Nine only)

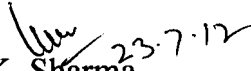
4. The cost of content (revenue share) payable to **PK Online** in respect of above services is agreed as per the **respective** revenue sharing mentioned in the agreement for the said category of Financial Conditions of the Agreement dated 9th October, 2009 signed with **PK Online**.

5. All other terms and conditions of the Agreement dated 9th October, 2009 shall apply mutatis mutandis to the above services.

6. This approval is effective w.e.f. 21st July, 2012.

-Contd.-

7. The zonal units are requested to take the necessary action for the implementation of these services and to explore all possible means to earn more & more revenue from this event including possible promotions.


V.K. Sharma

Dy. Manager (VAS-III)

M: 09868241941

Copy to:

- a. Director CM/ Director (Finance), BSNL Board- for kind information please
- b. GM (NW Op-CM)/GM (Regln)/GM (Sales & Marketing-CM)/ GM (P&P- CM), BSNL Corporate Office.
- c. All CGMs, BSNL.
- d. **M/s PK Online Ventures Private Limited.** You are requested to launch the service immediately in coordination of CMTS zonal units.