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

BSNL
2010

File No.: 200-21/2008-VAS

Dated: 28-12-2011

To

All Chief General Manager, Telecom Circles/Districts, BSNL

Subject: Revision of Infrastructure charges for exclusive and non-exclusive VAS services – reg.

Ref: Letter No. 200-21/2008-VAS dated 27th June 2008. (copy attached)

1. In supersession of all previous letters, the policy of infrastructure charges is hereby revised. These charges for infrastructure shall be applicable for all types of VAS vendors working with BSNL. The policy has been revised due to various issues raised by field units from time to time as detailed below:
 - Lack of clarity as to what connectivity means.
 - Some service providers have their servers placed in BSNL premises for a particular service and they need to deploy additional servers for different services either in the same rack or in adjacent rack. Sometimes, BSNL is not able to give space in same premises due to space constraints or any other reasons and allots space in adjacent building. In such cases, how much infrastructure charge should be applicable?
2. The issues have been examined and the following decisions are conveyed:
 - 2.1 Connectivity: If the VAS provider's servers are located in BSNL premises/environment then this connectivity is to be treated as local connectivity. If the VAS provider's equipments are placed at a distant location or outside BSNL environment, then such connectivity shall be provided if Applicable system of content provider is installed within 2.5 Kms from the interconnecting BSNL TAX/ GMSC/ STP to enable proper working of E1/PRI. Beyond this, it will not be considered as local connectivity.

The term 'connectivity' is further defined to include any connectivity E1/FE /LAN/MPLS etc. between BSNL network element and VASP server which enables:

- a) BSNL customers reach to the servers of VASP, located in BSNL premises, through BSNL n/w to avail specified service.
- b) Integration between BSNL network elements (IN, HLR, SMSC, SDP etc.) and VASP servers.

This local connectivity may not include:

- c) Connectivity between VASP servers located at geographically different locations
- d) Connectivity between VASP servers, located outside BSNL premises beyond 2.5 KMs, and BSNL n/w elements.

All such connectivity not covered under Local connectivity shall be provided by BSNL on cost basis.

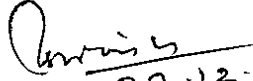
2.2 The infrastructure charges shall include space, power, air-conditioning and type of connectivity.

2.3 Exclusivity and non-exclusivity is dispensed with, for the purpose of infrastructure charges and there will be same charges for either class of VASPs. These are as given below:

Space	Power	Existing (p.a.)	Revised (p.a.)	Remarks =Power charges+
As per requirement justified by solution provider	Upto 2 KW	2 Lakh	3.5 Lakh	100%
	Between 2KW - 5KW	3 Lakh per site/ deployment	6.5 Lakh per site/ deployment	50%
	Additional slabs of 5 KW (5-10, 10-15 etc.)		Thumb rule is Power consumption charges at highest slab rate +25%	
	35 KVA (present case of PK Online)		38 lakhs	Thumb rule is Power consumption charges at highest slab rate +25%

2.4 The power requirements beyond 5 KW and higher may be dealt with on, 'case to case' basis, however, the thumb rule will be to take power consumption charges at highest slab rate @ Rs. 10 per unit and add 25% of the amount so calculated.

2.5 The revised infrastructure charges shall be effective from **1st JANUARY 2012** for all new agreements or renewal of agreements from the date of renewal.


28.12.2011

(M.Subramanian)
AGM (VAS - I)

CC:

- 1 CMD & All Directors, BSNL board- for kind information
- 2 GM (NWO-CM)/GM (Fin-CM)/GM (infra)/ Sr. GM (NWP-GSM-1)/Sr. GM (NWP-GSM-2)/Sr. GM (Mkt-CM)/ PGM (Reg) BSNL CO.
- 3 Sr. GM (Nodal-CMTS) North / East / West / South Zone
- 4 Addl. GM (VAS-III)/ DGM (VAS-Tech)/ AGM (VAS-II), BSNL CO.

BHARAT SANCHAR NIGAM LIMITED
(A GOVERNMENT OF INDIA ENTERPRISE)
(CORPORATE OFFICE/VAS UNIT)

2nd Floor Bharat Sancha : shawan, Harish Chandra Mathur Lane, Janpath ,New Delhi 1

No. 200-21/2008-VAS

Dated ^{27th} June, 2008

To,
The Chief General Manager
All Telecom Circles/Telecom Districts
BHARAT SANCHAR NIGAM LIMITED

Sub: Clarification regarding Infrastructure and Revenue share issues

1. **Infrastructure charges for exclusive services (PRBT landline/Mobile, STK, WAP):** The word 'Infrastructure' means electricity/power, space, air-conditioning and connectivity (EIs). Infrastructure required for provision of services launched under BSNL branding being managed by service provider/application provider selected via process of EOI etc. shall be provided by BSNL at a flat fee of Rs. 2 lakhs per annum. The space for infrastructure required in such cases shall be provided by BSNL as per the requirement justified by the solution providers. The decision shall be effective from 1st Jan 2008. The pending/already raised demand notes related to infrastructure for payments, for this period, to franchisee may be settled accordingly.
2. **Non- exclusive Services, IVR based:** The word 'Infrastructure' means electricity/power, space, air-conditioning and connectivity (EIs). The infrastructure charges shall be flat Rs. 2 lakhs per annum per site deployment for Infrastructure (electricity/power, space, air-conditioning and connectivity (EIs)) for a power consumption up to 1 KW. In case the electricity consumption goes beyond 1 KW per site/deployment the infrastructure charges shall be Rs. 3 lakhs per annum instead of Rs. 2 lakhs. The space for infrastructure required in such cases shall be provided by BSNL as per the requirement justified by the party. The decision shall be effective from 1st Jan 2008. The pending/already raised demand notes related to infrastructure for payments, for this period, to franchisee may be settled accordingly. Subsequent assessment of power consumption to be made at the time of renewal of agreement. Franchisee may be asked to give undertaking along with specifications of the equipment (servers etc.) to ascertain the power consumption for each deployment.
3. **End user pricing of landline PRBT charges :**

The current Mobile RBT model of charging the subscriber shall be followed in Landline PRBT also. Therefore the charging on landline shall be as follows:

- Rs.20/- per month for subscription charges
- Rs.12/- per song for premium selections (30 day validity per song) and revenue share of Rs. 5 per month to franchisee.

- Rs.9/- for non premium selections and revenue share of Rs. 3.50 per month to franchisee.
- IVR @ Rs. 3.60 per min (@ Rs. 1.2 for 20 sec.) and revenue share of Rs. 1.08 to franchisee per min.

This shall be effective from 1st July 2008.

4. IVR based services:

i. Flat revenue share system:

Instead of graded revenue share a flat revenue share of 32% of the price (end user price) of total minutes of usage (MOU) from CDMA/GSM/landline shall be given to IVR franchisee. The flat revenue share against end user price shall be implemented from 1st Jan. 2008. In case any payment has been made circle wise (in case of cluster) the same shall be adjusted for the revenue share payments against the cluster. Similarly in case of circles if any payment has been made by the circle the same shall be adjusted for the revenue share payments against the circle. The adjustment should be done in such a manner so that the regular payment to franchisee are not delayed beyond the time frame specified in the Agreement.

ii. Treatment of cluster as one unit for technical & commercial purpose:

Every cluster will be treated as one LSA/deployment site/unit for technical & commercial purposes i.e. all the circles falling under cluster arrangement are to be treated as one unit. The circle having the equipment shall be responsible for commercial purpose (payment of revenue share after verification and collection of infrastructure charges etc.). This shall be implemented retrospectively from 1st Jan. 2008.

5. User AT of Services for each application/ content/contest required:

AT of services shall be done only once before/during launch of service. Later on, for every additional applications/content being launched on the same IVR on a weekly/fortnightly/monthly basis only functional testing shall be carried out by Single Point of Contact (SPOC) instead of AT. However AT is not required as long as additional price points are not added.

(Salimuddin)

AD (VAS-II)

Tele.No.011/23316799

Copy to:

- Director (Plg & NS)/ Director (Finance), BSNL Board- for kind information please
- DDG (CMTS-O&M)/ DDG (Mktg)/ DDG (Regln), BSNL Corporate office