

# Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

Tariff & Costing-CM Section, Corporate Office,  
1<sup>st</sup> Floor, Bharat Sanchar Bhawan,  
H.C. Mathur Lane, Janpath, New Delhi - 110 001.  
Tel. No.011-23037109/200 Fax No.011-23329125



No. 26-23/2012-T&C-CM

Circular T&C-CM No. 65/16-17

Date: 02.03.2017

To

All CGMs- Telecom Circles/ Telephone Districts


**Sub: Revision of tariff for Bulk push SMS service: Waiver of PBG –reg.**

Kindly refer to this office order No. 26-23/2012-T&C-CM dated 18.11.2016 and orders/clarifications issued from time to time on the subject mentioned above. Now based on feedback received from field units, it has been decided by the Competent Authority to revise/ modify as under:-

PBG requirement under Bulk Push SMS services of BSNL is waived-off, if full payment is made in advance i.e., paying full amount before actual sending of SMSs with following conditions:


- The Customer has to pay the full amount of monthly bill as per "SMS submitted" in advance i.e., prepaid before actual sending of SMS. The waiver of PBG will not be available on part payment, payment in installments or any form of partial payment.
- There should be no discount and tariff applicable will be as per card rate.
- The Circle/Zonal centre have to ensure that the SMS count sent by customer does not exceed the limit of advance payment.
- The pre-payment to be made each month by customer, throughout the agreement period.

- The above mentioned tariff will be implemented with immediate effect.
- The implementation of the tariff is to be made in accordance with 43rd Amendment of Telecom Tariff Order and orders/guidelines/clarifications issued by TRAI from time to time.
- This may be brought to the notice of all concerned for taking necessary action in this Regard. Press note and proper advertisement as deemed fit may be made. Circles may also send SMS conveying the above tariff to the customers.
- This circular is issued based on approval of the Competent Authority in ECT vide Approval No. – 08 dated 21/27.02.2017 in P&P-CM cell file No. 3-89/ ECT/ P&P-CM(PTL). Queries/clarifications/feedback in respect of above tariff may be addressed to Product and Pricing-CM Section, C.O., BSNL, New Delhi and monthly feedback may be sent on hqcm.pp@gmail.com, hqcm\_pp@bsnl.co.in.

  
(N. S. Dhami)  
DGM (T&C-CM)

Copy to:

- CMD, BSNL.
- Directors- CM/CFA/EB/HR/Fin, BSNL.
- ED-Fin/CA/NB, BSNL.
- All PGMs / GMs, BSNL C.O.
- GM (IT) - for making necessary updation in website and place in news item.
- Sr. GM (Sales & Marketing)- for marketing initiative.
- GMs (CMTS-Billing Centre).
- GM (VAS-Tech)/GM (NWO)/GM (P&P-CM)/PGM (EB)/GM (EB-I)/ GM (EB-II)/ Sr. GM (EB-F)/PGM (Regulation), BSNL C.O.
- Director General P & T Audit, Delhi- 110054.
- OL Section –for Hindi version.
- Guard file.

  
(Rakesh Arya)  
Dy. Manager (T&C-CM)