भारत संचार निगम लिमिटेड
( भारत सरकार का उपक्रम)

**BHARAT SANCHAR NIGAM LIMITED**
(A Govt. of India Enterprise)

**BSNL 3G** ))))» **BSNL LiVE**

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**File No.: VAS-30/Online Sale of VAS/2013**       **Dated: 18-11-2013**

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To,
1. GM ( ITPC)
   Hyderabad,
   AP Telecom Circle

2. GM (VAS-Nodal),
   South zone, Trichy

**Subject: Online Sale of Value Added Services (VAS) on BSNL Customer portal (HOCC Action Point) & Launch of Rs. 1.00/- store – regarding.**

To monetize business opportunities, it has been decided by the competent authority to start Online Sale of Value Added Services (VAS) on BSNL Customer portal & Launch of Rs 1.00/- store. Details of Online sale of VAS on BSNL customer portal & Launch of Rs. 1.00/- store are as follows:

## 1. Online Sale of VAS on BSNL Customer Portal (HOCC Action Point)

a) Online selling of VAS is being done by private operators for quite a while now. BSNL is already providing other services/ products like Bill payments, Mobile Top-up, ITC Cards, FLPP cards, vouchers on the online customer portal. Whenever a customer purchases recharge coupon/ top-up he is most likely to spend on purchasing VAS as he is having balance/ talk time at that point of time.

b) It is decide by the competent authority to start online selling of VAS content through BSNL customer portal. The process flow for the said services is explained at point No. 3 below.

c) Revenue share to VASP would be payable as per existing SMS/Data/3G content based VAS policy.

## 2. Launch of Re 1.00 Store:

a) In view of the launch of Re 1.00 store by our competitors the same is also required to be launched by BSNL.

b) Discussion was carried out with some of VASPs for launching the Re 1.00 store. All of them agreed that Re 1.00 store need separate branding than the existing BSNLLIVE STORE as being done by our competitors.

c) Contents in existing BSNLLIVE STORE are being provided by VASPs under existing SMS/DATA/3G Value Added Services policy.

d) BSNL may ask existing VASPs having agreement for SMS/DATA/3G Value Added Services with BSNL to provide Re 1.00 content on Re 1.00 Store under the same agreement.

e) Revenue share to VASP as per above agreement is to be charged.

f) Re 1.00 Store may be branded as **"Re 1/- BSNL Store"**.

g) Re 1.00 BSNL Store may also be launched on WAP portal also.

### 3. <u>Process Flow for providing above services through Web Interface:</u>

a) On the customer portal a button/link to **"BUY VALUE ADDED SERVICES"** may be made available to the customers. Once the customer clicks on this link he/she may be given the choice to select his/her Circle and then will be automatically redirected to next page containing two choices- 1) BSNLLIVE STORE 2) Re 1.00 BSNL STORE.

b) If the customer clicks on OPTION 1) then he may be taken to next page where web replica of BSNLLIVE WAP Portal would be shown. The customer can click any of the VASP link and he may be taken to the web page of concerned VASP from where he can choose the content of his choice.

c) On clicking on any VASP link he will be prompted to input his mobile no. so that OTP may be sent to his mobile phone. Once the OTP is verified the customer may be redirected to concerned VASP.

d) Each VASP shall provide zone wise IP address of his content server. Customer would be redirected to concern zonal site of VASP based on circle chosen by customer.

e) After getting the message from Customer portal for provision of VAS content on concerned MSISDN, VASP would charge the customer and deliver the content as per existing process. and successful provisioning message is to be sent back to Customer Portal to close the provisioning cycle. Otherwise failure message would be sent.

f) Accordingly customer portal will send appropriate message back to customer.

g) For above purpose, South Zone may allot SMPP port and SMS header, as per requirement.

h) In case the customer clicks on OPTION 2) Re 1 store then he may be taken to next page where names of all the VASPs offering their content @ Re 1 BSNL Store may be displayed. The customer can click any of the VASP and he may be taken to the web page of concerned VASP. The further process flow will remain same as applicable for selling of online VAS.

i) It is also proposed that OTP generation and verification part should be controlled by BSNL only so as to avoid any mischief or forced activation by VASP.

j) It may be noted that the deduction of EUP is proposed from talk time only therefore no separate integration is required as in the existing scenarios all the VASPs are directly connected to IN Billing via SDP or SMSC.

4. **Roles & Responsibilities:** Roles & responsibilities of stake holders in implementation of Online selling of VAS through customer portal (WEB) and Launch of Rs 1.00 store on WEB & WAP both are as follows:

| Sr. No. | Stake Holder | Roles & Responsibilities | | |
|---|---|---|---|---|
| | | Online selling of VAS through Portal (WEB) | Rs 1.00 store | |
| | | | On WEB Portal | On WAP portal |
| 1. | ITPC Hyderabad | a) Designated as a nodal unit for the implementation. b) Finalization of detailed process flow of the service. c) Finalization of design of Web pages/Create web replica of WAP portal. d) Finalization the mechanism for reconciliation. In consultation with CMTS south zone. | | |

| | | | a) To implement Rs. 1.00 store on BSNL Live WAP portal under a Banner "Rs. 1/- BSNL store" |
|---|---|---|---|
| 2. | South Zone | | |
| 3. | North Zone | a) To Co-ordinate with ITPC-Hyderabad.<br>b) To establish necessary connection between customer's portal and BSNL network equipment. | b) Finalization of detailed process flow.<br>c) Finalization of design of Web pages.<br>d) Finalization the mechanism for reconciliation. |
| 4. | East Zone | | |
| 5. | West Zone | | |
| 6. | VASPs | a) VASP are requested to coordinate with ITPC-Hyderabad.<br>b) To establish necessary connection between customer's portal and BSNL network equipment. | VASP are requested to coordinate with zonal units. |

7. ITPC Hyderabad and zonal units are requested to convey the name and contact details of SPOC and provide the weekly status report regarding implementation of above services to vas1bsnlco@gmail.com .

8. Director (CM) has desired to complete the above said services by 15-12-2013 positively.

Sanjay Kumar  18/N/2013.
DGM (VAS-1)

Copy to.
1. Director (CM), BSNL Board.
2. CGMs, All Telecom Circle/Districts/NTR
3. CGM, IT-Project, Pune – for necessary action and coordination.
4. GM (Nodal-VAS), North/East/West zone.
5. Addl. GM (VAS-III), BSNL CO: for Information & Necessary action please.
6. All BSNL VASPs under SMS/Data/3G policy w.r.t. apply for providing content on Rs. 1 - BSNL store as per above T&C.
7. Mr. M.S.S. Rama Murty, Dam (LP), ITPC, HYD for n/a pls.