



No. 200-6/2011-VAS/

Dated 28.09.2011

To,

GM (CMTS- Nodal Centre)  
Chandigarh/ Trichy/ Kolkata/ Pune

**Subject: SMS Header for BSNL branded VAS services and other customer care / promotional services.**

With reference to the subject cited above and in compliance to the TCCCP Regulation, following SMS headers are being fixed across all four zones for providing services mentioned therein:

S. No.	Service	Transactional Message	Promotional Message
1	'BSNL Tunes'	BY-BTUNES	BY-656700
2	BSNL Live and Hello TV	BY-BSLIVE	BY-652323
3	STK Services	BY-BSMENU	BY-655500
4	BSNL Ad PUSH Service	BY-BSNL##	BY-611111
5	C-Topup	BY-CTOPUP	--
6	CBP-CT	BY-CBPCT	--
7	Bill payment	BY-BILL	


- 'Y' denotes the LSA code, allotted by TRAI, where SMSC is located.
- ## shall define the abbreviated name of the circle (for eg. RJ for Rajasthan).

2. For WS Call Centers, SMS headers will be as given below:

S. No.	Location of Call Center	Transactional Message	Promotional Message
1	Ajmer	BR-CCARE	BR-651503
2	Karnal	BH-CCARE	BH-652765
3	Dehradun	BW-CCARE	BW-652765
4	Lucknow	BE-CCARE	BE-651503
5	Patna	BB-CCARE	BB-651503
6	Kolkata	BK-CCARE	BK-655365
7	Bhubaneswar	BO-CCARE	BO-655365
8	Guwahati	BS-CCARE	BS-655365
9	Hyderabad	BA-CCARE	BA-652765
10	Chennai	BT-CCARE	BT-653535

11	Bangalore	BX-CCARE	BX-655365
12	Bhopal	BY-CCARE	BY-653735
13	Pune	BZ-CCARE	BZ-653733
14	Ahmedabad	BG-CCARE	BG-653735

This issues with the approval of GM (VAS).

  
(Monika Gautam) 20/9/11  
AM (VAS-II-III)

Copy to:

1. CMD & All Directors, BSNL Board, New Delhi.
2. PGM (Regulation), BSNL CO –for information please.
3. All CGM Telecom Circles / Metro Districts –for information and necessary action please.