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

No:BSNLCO-VAS1/11(11)/2/2020-VAS-CM-BSNL-CO

Dated: 29th October, 2020

To

1. All CGMS, Telecom Circles/Districts
2. PGM/Sr.GM/GM (CMTS), Nodal Center, Chandigarh/Pune/Kolkata/Trichy

Sub: Revised policy for Business promotion through SMS push for VAS agreements- Reg.

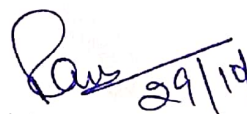
Ref:- 1.No.VAS-15/General-Meetings/2013 dated 17.03.2016.
2. No.VAS-15/General-Meetings/2013 dated 11.01.2016.

1. The Competent Authority has decided to revise the policy for business promotion through SMS push for VAS agreements under non-exclusive VAS polices cited under reference above.
2. The revised free limit of promotional SMS and charges beyond free limit for all agreements signed under **non-exclusive VAS polices** will be as under:
 - 2.1 For new agreements and VASP's who have not achieved the revenue commitment during last agreement period:

The free monthly limit for promotional SMS count will be 25Lakhs per zone and promotional SMS charges beyond this free limit will be charged at the rate of one paisa (1P) per delivered message. The present list of VASPs under this category attached as **Annexure-1**.
 - 2.2 The VASP's who have achieved the revenue commitment during the last agreement period:

The free monthly limit for promotional SMS count will be 50lakhs per zone and promotional SMS charges beyond this free limit will be charged at the rate of one paisa (1P) per delivered message. The present list of VASPs under this category attached as **Annexure-11**.
3. The revised charges will be applicable w.e.f. 01.11.2020.
4. The SMS charges will be adjusted from the revenue share of the respective month by the concerned nodal centers. In case SMS charges are more than the revenue share, the invoice may be raised and the matter may be brought to the notice of Corporate Office.
5. The above instructions are not applicable for agreements signed under **exclusive VAS policies** and **BSNL branded services** like PRBT, BSNLBUZZ, STK, Retail VAS/CTOPUP/STV Services.

This is issued with the approval of competent authority.


(Rajesh Kumar Chawla)
AGM(VAS)

Encl.: A/a

Copy to:

1. Director (CM), BSNL Board
2. All Concerned officers of VAS Cell, BSNLCO, for info. & necessary action please.

Annexure-I:

List of new agreements and VASP's who have not achieved the revenue commitment during last agreement period:

Free Limit of Promotional Delivered SMS: 25L per month per zone

Charges : One Paise (1P) per Delivered SMS after free limit

S.No	Policy Name	Name of Content Provider	Short Code	Zones	Remarks
1	Call Enhancement Service	M/s. Cloudlity Software Private Limited	56420	All Zones	new agreement
2	Gaming	M/s. NeoMobile India Private Limited	56333	NZ	new agreement
3	Gaming	M/s. Timwe India Private Limited	55887	All zones	new agreement
4	Gaming	M/s. Fonitone Infotech Private Limited	58080	NZ, WZ and SZ	Not Achieved RC and renewal under consideration
5	Gaming	M/s. Gameloft Software Private Limited	55321 and 55435	All zones	Not Achieved RC and renewal under consideration
6	IVR	M/s. Shemaroo Entertainment Limited	58800	NZ	not achieved
7	IVR	M/s. Wasteland Entertainment Private Limited	50404	All Zones	Not Achieved RC and renewal under consideration
8	Premium Consultancy	M/s. Nlicom Solutions Private Limited	54673	NZ	Not Achieved and renewal under consideration
9	Premium Consultancy	M/s. Parrot Infoosoft Private Limited	57777	All Zones	New Agreement
10	Premium Consultancy	M/s. Wasteland entertainment Private Limited	53111	All Zones	New Agreement
11	Premium Consultancy	M/s. Mconverge services Private Limited	54334	All Zones	New Agreement
12	Premium Consultancy	M/s. DigiSpice Tecgnologies Limited	58181	All Zones	Not Achieved RC and renewal under consideration
13	SM-Wallet	M/s. Triotech Solutions Private Limited	55016	All Zones	new agreement
14	USSD/SMS/DATA/3G	M/s. Karix Mobile Private Limited	56161	All zones	Not Achieved RC
15	USSD/SMS/DATA/3G	M/s. Tata Sky Limited	56633	All zones	Not Achieved RC
16	USSD/SMS/DATA/3G	M/s. Valuefirst Digital Media Private Limited	56070 and 56677	All zones	Not Achieved RC
17	USSD/SMS/DATA/3G	M/s. Erosnow Private Limited (formerly M/s. Universal Power Systems Private Limited)	56060	SZ and WZ	Not Achieved and renewal under consideration
18	USSD/SMS/DATA/3G	M/s. On Mobile Global Limited	56505, 50909 and 505	All zones	Not Achieved and renewal under consideration



Annexure-II:

List of VASP's who have achieved the revenue commitment during last agreement period:

Free Limit of Promotional Delivered SMS: 50L per zone per month

Charges : One Paise (1P) per Delivered SMS after free limit

S.No	Policy Name	Name of Content Provider	Short Code	Zones	Remarks
1	IVR	M/s. Handygo Technologies Private Limited	55678	All Zones	Achieved RC
2	IVR	M/s. DigiSpice Tecgnologies Limited	56300	All Zones	Achieved RC
3	IVR	M/s. Tech Grace Solutions Private Limited	51222	NZ and SZ	Achieved RC
4	IVR	M/s. Schaltech Automation Private Limited	59009	SZ	Achieved RC
5	IVR	M/s. Anutham VAS Private Limited	52929	NZ	Achieved RC
6	IVR	M/s. Parrot Infoosoft Private Limited	55522	All Zones	Achieved RC
7	IVR	M/s. Tesync Technology Limited	59797	NZ, SZ and EZ	Achieved RC
8	IVR	M/s. VAS Mobitech Private Limited	54321	NZ, SZ and EZ	Achieved RC
9	IVR	M/s. Virtuous Netsoft Private Limited	52000	NZ, SZ and EZ	Achieved RC
10	IVR	M/s. Pratham Infosoft Private Limited	55050	SZ	Achieved RC
11	IVR	M/s. Triotech Solutions Private Limited	54000	NZ and SZ	Achieved RC
12	IVR	M/s. OnMobile Global Limited	56505 and 505	All Zones	Achieved RC and renewal under consideration
13	USSD/SMS/ DATA/3G	M/s.ACL Wireless Limited	56767	All zones	Achieved RC
14	USSD/SMS/ DATA/3G	M/s.One 97 Communication Private Limited	53030 and 530	All zones	Achieved RC
15	USSD/SMS/ DATA/3G	M/s. Pratham Infosoft Private Limited	55050	SZ	Achieved RC and renewal under consideration
16	USSD/SMS/ DATA/3G	M/s. DigiSpice Tecgnologies Limited	56300, 50333, 139 and 543	All zones	Achieved RC
17	USSD/SMS/ DATA/3G	M/s.Intellisense	57576	NZ	Achieved RC
18	USSD/SMS/ DATA/3G	M/s.Creative Antenna Media Works Private Limited	51008, 510	All zones	Achieved RC
19	USSD/SMS/ DATA/3G	M/s.Triotech Solutions Private Limited	54000 and 56000	NZ, SZ and WZ	Achieved RC
20	Premium Consultancy	M/s. General Mobile Technology India Private Limited	53010	All Zones	Achieved RC

