



STANDARD OPERATING PROCEDURE (SOP)
(Bulk Push SMS where BSNL is TM)

Step 1: Registration in DLT Portal by EB customer (which is called as ENTITY in the vocabulary of BULK SMS Business / DLT). At present registration of Entity is Free. After registration customer will get Entity ID.

- (i) Submission of Header/Sender ID and content templates in the DLT portal by entity.

BSNL DLT Portal URL <https://www.ucc-bsnl.co.in> is to be used for above two activities.

Note- All user manual is available in portal.

- (ii) Approval of Header/Sender ID and content templates in the DLT portal is to be done by MH Circle EB Team.

Step 2: After registration in DLT Portal, Entity can push Bulk SMS in two ways

(a) Through BSNL Bulk push portal (Preferred as no manual interference)

- (i) Using Entity ID, registered mobile number and email received from DLT Portal, Customer have to register in BSNL Prepaid Bulk Push Portal.

Url: <https://bulksms.bsnl.in/>

- (ii) Register with one time payment of Rs.5000/-(inclusive GST) and get 1000 free bulk push SMS as a welcome / promotional offer/ testing purpose.
- (iii) On registration customer will be able to see Plan details in portal and will opt as per requirement.

Maharashtra Telecom Circle

Enterprise Business - MH

5th floor, 'B' Wing, BSNL Admin Bldg,
BSNL Complex, Juhu Rd, Santacruz (W),
Mumbai - 400 054.

Ph : 26467402



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

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- (iv) The Entities, if, found involved in sending UCC(Unsolicited Commercial Communication) messages can be asked to deposit security amount, to be decided by the Circle, on case-to-case basis.
- (v) This portal works on the Submission basis and not on delivery basis.
- (vi) Tariff is inclusive GST and scrubbing charges attached in Annexure-I and II.
- (b) Through West Zone Nodal Center, Pune- manual Process**
- (i) Collect Request / Application on customer letter head and Standard KYC documents along with undertaking from customer that it will be solely responsible for resolution of ucc complaint if any, including financial penalty as per TCCCPR 2018. This application will contain the following
- DLT Registration details of entity.(Step-1)
 - Header / Sender ID details.
 - Content Template (i.e. actual message to be sent)
 - List of mobile numbers to which the SMS is to be sent
- (ii) Collection of refundable security deposit of Rs 5,000/- form Government entites and Rs 50,000/- for others, wherein BSNL is selected as TM in DLT Portal. Invoice to be generated through SAP by respective SSA/BA. (Corporate Office circular attached in Annexure-III).
- (iii) BULK PUSH SMS Tariff is attached in Annexure-IV. SMS will be charges on delivery basis.
- (iv) GST and scrubbing charges extra. Scrubbing charges are on submission basis.
- (v) Take SSA / BA head approval and send the above details to Pune Mobile Nodal Centre West Zone on e-mail agmnodalhq@gmail.com.

पंजीकृत कार्यालय : भारत संचार भवन, हरिशचंद्र माथुर लेन, जनपथ, नई दिल्ली - 110 011 वेबसाईट : www.bsnl.co.in

Regd.office: Bharat Sanchar Bhavan, HarishChandra Mathur Lane, Janpath New Delhi 110 001 Website : www.bsnl.co.in

CIN No. : U74899DL2000GOI107739

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- (vi) Pune nodal will send the SMS to end user as per list shared by customer.
- (vii) For any further technical assistance from Pune Nodal centre Contact AGM Nodal, Pune Mr Sarnag Naik-9420052400.