

**BHARAT SANCHAR NIGAM LIMITED
(VAS BRANCH)**

2nd Floor Bharat Sanchar Bhawan, Harish Chandra Mathur Lane,

Janpath, New Delhi 1
BSNL 3G))) BSNL LIVE
Faster than your thoughts 2010

No. 200-54/2011-VAS

Dated: 26th April, 2012

To

PGM (CMTS)/ GM (CMTS) Nodal Centre, Chandigarh/ Pune/ Kolkata/Trichy

Subject: Approval of the proposal by M/S Star India Private Limited for the TV Show to be hosted by Amir Khan on star Channels.

M/S Star India Private Limited (hereinafter Star) has signed an Agreement with BSNL on 2nd February, 2012 for provision of SMS/DATA based VAS to Wireless Subscribers of BSNL in all zones viz North, EAST, WEST & SOUTH zone. The company is providing services on short code '57827'.

2. **Star will present a new non-fiction talk show which makes the TV debut of Bollywood Star Amir Khan. This Show will be tackling burning social issues like Child Abuse, Domestic Violence etc. featuring the stories of real people. The show will be telecasted tentatively from 1st week of May, 2012 for 13 weeks and will be aired on weekends in multi-lingual covering English, Hindi, Bengali, Marathi, Tamil, Malayalam, Telugu & Kannada. Amir Khan will appeal to BSNL viewers to SMS a keyword to Star Short Code 5782711.**

3. **The following have been approved in response to proposal presented by Star for this show.**

- I. **BSNL viewers, who want to participate in the cause, will send said SMS to 5782711 in support of the cause.**
- II. **In view of Corporate Social Responsibility of BSNL, the tariff for MO-SMS has been fixed at the rate of Re.1/- per MO-SMS instead of prevailing tariff of Rs.2/- per SMS out of which Re.0.50 per SMS is to be paid to Star for onward donating to NGOs or charitable organization working to tackle the said issues, considering it as special case.**
- III. **All other terms and conditions of the Agreement dated shall apply mutatis mutandis to the above services.**

- IV. The zonal units are requested to take the necessary action for the implementation of these services.
- V. Weekly MIS may kindly be sent to BSNL Corporate office.


V.K. Sharma

Dy Manager (VAS-III)

M: 09868241941

Copy to:

1. Director CM/ Director (Finance), BSNL Board- for kind information please
2. PGM (RegIn)/GM (NW Op-CM)/ GM (Sales & Marketing-CM)/ GM (P&P- CM), BSNL Corporate Office.
3. All CGMs, BSNL.
4. M/s Star India Private Limited is requested to coordinate with Zonal units for the launch of event.