

Bharat Sanchar Nigam Limited starts voice SMS service in Punjab

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NEW DELHI: Targeting the non-English speaking customers in rural areas, state-run [BSNL](#) has launched a [voice SMS service](#) in [Punjab](#), which will be extended across the country in a phased manner.

The service allows customers to record their voice by dialling a 10 digit code and send it as a message. Similarly, the voice SMS can be retrieved by dialling a short code.

The submission and retrieval of voice SMS will be charged 75 paise per minute.

At present, the service allows a BSNL user to send voice SMS to another BSNL user only but the company is also working on a solution that allows BSNL users to send the voice message to customers of other operators.

"The service is targeted at those customers who are not able to type messages on their phones as they don't understand the English letters. With this service, they will now be able to send their message," BSNL General Manager (sales and marketing) Satish Sharma told PTI.

The service will also be useful for old people, who find it difficult to type messages.

He said the service will be available in all the North zone circles in 15 days followed by South zone, where it will be launched in one month.

East and West zones will, however, take a couple of months to have the service.



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