

# SMS Based Services

## Why recharge vouchers ?

- Prepaid Services requires recharge vouchers for
  - Extension of validity
  - Top-up Talk Value
  - Migration to new Plans
  - Magic/Power facility
- Currently these are done through
  - Paper voucher
  - C-TOPUP

## Why SMS based ?

- In case of Paper voucher or C- TOPUP
  - It is necessary to go to the Retailer or BSNL outlets to get mobile recharged
- In case of SMS based services
  - It can be done
    - Anybody – without the help of retailers
    - Any time – at the convenience of the customer
    - Any where - at the comfort of the home

## How to get the SMS Based Services ?

- Simple one step procedure
  - Type SMS content in the prescribed format
  - Send to number 53738
- The system will respond by a return SMS
  - On successful transaction
  - On unsuccessful transaction
  - On wrong SMS format, it will suggest Help

## Mode of recharge?

- No Cash transaction
- MRP of the voucher wanted to be charged will be deducted from the customer's available balance in the mobile
- Charge : Rs. 1/- for a successful transaction

## Recharge Vouchers(RCV)

A variety of recharge vouchers available from MRP Rs. 55 to MRP Rs. 550

- SMS Format for recharge voucher :  
RCV <Space> 124  
( 124 is for Rs. 124 recharge voucher)
- Balance deduction : Balance will be reduced by MRP of the voucher and talk value of the voucher will be added with existing balance of the mobile
- Transaction Fee : Rs. 1 on successful transaction

## RCV of CTD to be available in this service

Sl. No.	Denomination (MRP)	Remarks
1.	RCV 55	Talk Value- Rs. 35, Validity – 15 days
2.	RCV 110	Talk Value- Rs. 75, Validity – 30 days
3.	RCV 124 (Abaar Kolkata)	Talk Value- Rs. 30, Local Free SMS – 50, Validity– 30 days
4.	RCV 220	Talk Value- Rs. 160, Validity – 60 days
5.	RCV 249 (Abaar Kolkata)	Talk Value- Rs. 70, Local Free SMS – 100, Validity – 60 days
6.	RCV 280	Talk Value- Rs. 40, Validity – 365 days
7.	RCV 330	Talk Value- Rs. 250, Validity – 90 days
8.	RCV 550	Talk Value- Rs. 400, Validity – 180 days

## Special Tariff Voucher(STV)

Service : Migration to a service class to get the benefit of lower tariff by recharging through a STV

- Eligibility : Balance should be more than the MRP of the STV
- SMS Format : STV <Space> 45  
( 45 is for STV of Rs. 45 )
- Balance deduction : Balance will reduced by MRP of STV and service class will be changed
- Transaction Fee : Rs. 1 on successful transaction

## STV of CTD available in the service

Sl. No.	STVs	Description
1.	STV 29	All call & SMS (all N/W) @49P, Validity – 180 days
2.	STV 49	Talk Value Rs.5, All call, SMS (all N/W) @49P, Validity – 365 days
3.	STV 45	1 sec pulse plan, Validity – 365 days
4.	STV 48	Local Free On-net – 50 Min, off-net – 20 Min, Local – 40 SMS Free, Validity – 30 days
5.	STV 54	Local Call On-net – 25P/Min, Off-net – 50P/Min, STD Call (EZ) On-net – 50P/Min, Off-net – 90P/Min, Rest same as main plan, Validity – 30 days
6.	STV 25	SMS Power, Local 150 SMS Free, Validity – 30 days
7.	STV 50	SMS Power, Local – 200 SMS Free, STD - 100 SMS Free, Validity – 30 days
8.	STV 98	GPRS Card, 2GB Free, Validity – 30 days
9.	STV 274	GPRS Card, Unlimited, Validity – 30 days

## Return Voucher

Service : Customer migrated to any temporary service class can Return to the original service class before expiry of the validity period.

- Eligibility : Balance should be more than MRP of the Voucher (Rs.5/-)
- SMS Format : STV <Space> 5
- Balance deduction : Balance will reduced by Rs. 5
- Transaction Fee : Toll Free

## Gift of Talk Value

Service : A customer can gift his Talk value to another customer

- Eligibility : Any Prepaid customer in the active period having balance
- SMS Format : GIFT <space> prepaid no. to whom gift to be made <space>Amount
- Conditions :
  - Transferee should be in the active period
  - Maximum talk value is Rs. 100 per transaction
  - Maximum one transaction per day
  - Gift is restricted within Circle

- Transaction Fee : Rs. 1 on successful transaction

### **SMS for getting Credit**

Service : A prepaid customer having balance lower than Rs. 10/- but wants to make call urgently and it is not possible to recharge immediately , can get the credit of Rs.10/-

- Eligibility : Any Prepaid customer having balance less than 10 but not negative.
- SMS Format : CREDIT
- Amount of Rs. 10 will be added to his account instantly.
- Conditions :
  - The same feature will not be allowed again to the customer till he recharges.
  - A sum of Rs. 10 will be debited from his balance on the next day midnight
  - If the customer does not recharge within next day, the balance will go to negative.
- Transaction Fee : Rs. 1 on successful transaction

### **Know your Plan**

Service: Customer will be able to know about the plan of his connection i.e. about the service class and tariff details of his existing plan

- Eligibility : Any Prepaid customer
- SMS Format : MY PLAN or MYPLAN
- Transaction Fee : Toll FREE

### **How to get Help ?**

Service: Customers can avail this feature to know about all the schemes available in the SMS based service and RCV or STV operational in the circle and included in this service . This also provides the list of RCV and STV that can be availed through SMS based service.This also provides the benefit and tariff of a STV

- Eligibility : Any Prepaid customer
- SMS Format : Help<space> N  
Type : Scheme or STV or RCV in place of N
- Transaction Fee : Toll FREE

## **FAQ**

### **1. What is SMS based service ?**

SMS based service facilitates recharge of your mobile through SMS to increase validity, to change service class, to gift the talk value to other mobile , to know the plan of your mobile and schemes and type of RCV or STV available in the circle and included in SMS based service , provided you have adequate balance of talk value in your mobile. The recharge can be done by

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### **2. Why SMS based service?**

SMS based service is very helpful to utilize your balance talk value most effectively and you can recharge by yourself without going to any agent/retailer and at any time .

Ex : A. You have accumulated talk value of Rs. 500/- but there is no validity . If you purchase any recharge voucher say of Rs. 220/- and recharge, your total talk value will be Rs.660/- (Rs.500+Rs.160) and you will get another 30 days validity. So there is again accumulation of talk value.

With SMS based service , you can purchase and recharge the same through SMS and the amount will be debited from your existing balance. So your talk value is effectively utilized as your current talk value will be Rs.440 (500-220+160) and validity will be 30 days which means the validity of 30 days is provided @Rs.60/-.

**Type RCV<space> 220 and send to 53738**

B. Suppose you have very low balance of talk value (much less than Rs.10/- but not negative) and you require to make call urgently and also it is not possible to purchase the voucher immediately , through SMS based service you can get a credit of Rs. 10/-.

**Type CREDIT and send to 53738**

### **3. How SMS based service helps in changing the service class?**

Suppose you are a general prepaid customer and wants to avail the facility of call @ 49p/min. Through SMS based service select STV of Rs.29/- or Rs. 49/- depending on how much validity you want. So by doing this , your local charge gets reduced from 90p/min to 49p/min.

If you want to come back to original service class , STV of Rs.5/- may be used through SMS based service.

Change of service class -

Type RCV<space> 49

Send to 53738

To return to original class-

Type STV<space>5

Send to 53738

### **4. What is requirement for availing SMS based service ?**

- a. Balance should be more than MRP of RCV or STV.
- b. The customer should be a prepaid customer.

### **5. Is there any charge involved for availing the service ?**

Yes. A transaction fee of Re.1/- will be charged per successful transaction except transactions for CREDIT, HELP and RETURN VOUCHER which are toll free .

### **6. Will there be any response from the system against the SMS sent during transaction ?**

The system will respond by a return SMS

On successful transaction

On unsuccessful transaction

On wrong SMS format, it will suggest Help