

It has been decided to start retailing of Value Added Services through C-Top-up channel, **in South zone, to begin with**. Initially this arrangement is valid for 6 months from the date of launch of VAS retailing. The arrangement will be reviewed after the expiry of such period. The C-Top-up channel (Franchisees/ Retailers distribution network) shall be used for provisioning and selling VAS to the customers. The customers shall pay in cash the EUP of the VAS/ Content to the retailer and the retailer in turn shall assist in provisioning of the service/ content. BSNL through C TOP up servers shall charge the Retailer for the EUP amount. *All the existing content providers of BSNL may provide their content (as per the agreement with BSNL) through this channel if they are willing. It may be noted that for all the transactions happening through VAS Retailing channel, 12.5% shall be first deducted from EUP before sharing the EUP between BSNL and VASP. The remaining amount shall be shared between BSNL and VASP in the same ratio as indicated in the respective agreements.*

Queries, in this regard, if any, may be sent to vascell-1@bsnl.co.in.