



**BHARAT SANCHAR NIGAM LIMITED,**  
# 307, 3<sup>rd</sup> Floor, Bharat Sanchar Bhavan,  
Janpath, New Delhi -- 110 001

No. Director (CFA)/Corres./PPS/2012  
Dated the 18<sup>th</sup> October 2012

To,

CGMs  
All Telecom Circles/Metro District

**Subject: Suggestions and proposals for rationalization of Broadband Tariff, regarding**

During various CFA performance review meetings conducted at my level with Circle and SSA heads across the country, some of the SSA head suggested for increasing Broadband tariffs in their areas as competition offerings were either not there or were at higher tariff. This was suggested in light of the decline of CFA revenue and profitability.

A strong need was felt to rationalize the Broadband tariffs of various BB existing plans so as to keep them at par with competition offerings on Broadband data download/upload speed and limits.

You are therefore requested to examine all the existing Broadband tariff plans of all the SSA of your Circle viz-a-vis competition Broadband offerings in terms of parameters like data download/upload speed, data limits in various plans, rate of data usage beyond free limit etc. and come out with proposals with detailed justifications within 15 days.

It is expected that every circle shall send at least 3 such proposals to the undersigned positively by **5<sup>th</sup> November'12**.

*N.K. Gupta*  
18/10/12  
(N.K. Gupta)

Copy to:

*19/10/12*  
- CMD for information please  
- Sr. GM NWP-BB and NWO-CFA BSNL CO.