

Network Planning -Broadband  
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भारत संचार निगम लिमिटेड  
(भारत सरकार का उपक्रम)  
BHARAT SANCHAR NIGAM LIMITED  
(A Govt. of India Enterprise)

No: 64-142/10-BBVAS

Dated: 14/02/2012

To

Chief General Managers  
All Telecom Circles & Telecom Districts

**Subject:** Free VAS on broadband.

**Ref No:** 1-1/2009-R&C (CFA) dated 01/02/2012

With respect to above referred letter (copy enclosed), following free VAS on broadband have been launched for the prospective broadband customers registering their broadband connection up to 31-03-2012.

- i. Free Games on Demand (M/s Indiagames) Casual Package worth Rs.100/- per month for one month.
- ii. Free Music and Video on Demand (M/s Hungama) Package worth Rs.149/- per month for one month.

**Note:** - No revenue share shall be payable to the franchisees (M/s Indiagames & M/s Hungama) under this scheme for a period of one month being free services provided to the customers.

**End to end procedure for this scheme is given below.**

1. For activation/ availing the service, subscriber may either contact franchisees on their toll free numbers or register for the service on following websites <http://bsnl.indiagames.com> or <http://bsnl.hungama.com>. Toll free number for M/s Indiagames Ltd. is 18004250500 & for M/s Hungama, it is 18002097010.
2. In addition, the franchisee will contact newly added broadband customers directly and ask them to register for the service on above mentioned websites. Bangalore, NOC and ITPC Pune will provide the subscriber database of newly created broadband customers to the franchisees on their respective e-mail addresses on daily basis. E-mail ids of M/s Indiagames Ltd. & M/s Hungama are as follows:
  - a) M/s Indiagames Ltd.- servicedesk@indiagames.com
  - b) M/s Hungama Ltd.- jumana.patel@hungama.com
1. Before expiry of free period, customer will be contacted by the franchisees and paid service will be provided by the franchisee only after getting customer's explicit consent in this regard.
2. The default status of customer would be "discontinuance" at the end of free trial period. For billing, the feed file sent by the franchisees at the end of free trial would charge these customers on pro-rata basis only.
3. M/s Indiagames & M/s Hungama would provide data of number of customer added during free trial and number of free trial customer converted into paid customers.

All circles are requested to utilize this free offer to increase the broadband customer base in association with both the franchisees.

(Anil Jain)  
Sr. GM (NWP-BB)

Encl: As above.

Copy to :

1. CMD/Dir (CFA) for information please.
2. CGM (BBNW)/CGM (ITPC) for providing Broadband customer's data to franchisees please.
3. Sr. GM (NWP-BB) for information please.
4. M/s Indiagames Ltd & M/s Hungama Digital Media Entertainment Pvt. Ltd. for n/a please.