



No. 1-1/2009-R&C [CFA]

Dated: 01-02-2012

Circular R&C-CFA No. 54/11-12

Subject: Launch of promotional schemes under Broadband services for the prospective broadband customers registering their broadband connection upto 31-03-2012– reg.

It has been decided by the competent authority **to launch following promotional schemes under Broadband services for the prospective broadband customers registering their broadband connection upto 31-03-2012:-**

a. **Waiver of Installation Charges** as follows:-

- i. An existing BSNL landline customer who takes a new standalone / Combo postpaid broadband plan, Broadband installation charges may be waived off.
- ii. A customer who takes a new postpaid broadband plan with new landline connection (i.e. fresh Combo plan), Broadband installation charges and landline installation charges may be waived off.
- iii. A customer who takes a new **Prepaid** Broadband connection, Broadband installation charges may be waived off.

b. **Security Deposit for Broadband** (as applicable for the opted plan) may be taken in three equal monthly installments starting from first bill.

c. **Modem Security Deposit**: may be taken in three equal monthly installments starting from first bill in case Modem is taken on rental basis from BSNL.

d. **Free VAS on Broadband** as follows:-

- 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.

e. **One GSM Mobile Prepaid SIM (MRP Rs. 20/-) may be offered free** to all the new broadband customers.

Note:- No commission shall be payable to the franchisees/DSAs etc. for providing the free GSM Mobile prepaid SIM as above.

2. All other relevant terms and conditions as per the earlier circulars shall continue to be applicable.
3. This circular is issued based on the approval of Competent Authority in Broadband Cell File No. 64-133/BB/Tariff/11-12/Pt.2. For any clarification/correspondence, in this regard, matter may be taken up with Broadband Section, BSNL, Corporate Office, Janpath, New Delhi-110001. (Tel. No. 011-23322064 and Fax No. 011-23734052).
4. These concessions shall **be applicable with immediate effect for the prospective broadband customers registering their broadband connection upto 31-03-2012 only.**
5. The impact of the tariff may be analyzed and feedback submitted on monthly basis to Corporate Office electronically at tcfa.hq@bsnl.co.in, tcfa.bsnl@gmail.com and broadbandbsnlco@gmail.com.

Sd/
(S.L.Meena)
AGM (T&C)-CFA

To
All CGMs –Telecom Circles / Metro Telephone Districts.

Copy for information to: -

1. CMD, BSNL.
2. Directors (CFA / CM / ENT / HR / FIN) on BSNLs Board.
3. Executive Director (Finance), BSNL.
4. All PGMs / GMs - CFA, CO BSNL.
5. All Tariff committee members [Sr. GM (NWP-CFA)/Sr. GM (NWP-BB)/Sr. GM (PDP-CFA)/GM (Finance-CFA)], BSNL C.O.
6. GM (Marketing), CO BSNL, for adequate publicity and marketing of the service.
7. GM (IT), CO BSNL – for placement on BSNL Website.
8. GM (NWP-BB)-CFA, CO BSNL w.r.t case mark: 64-133/BB/Tariff/11-12/Pt.2 carrying the approval of the Competent Authority in the matter. It is requested that necessary action may be taken regarding website updation.
9. AD OL for Hindi version
10. CGM (ITPC), Pune for necessary changes in CDR/billing systems and Broadband Best Plan selector tool.
11. CGM (BBNW), BSNL, CTS Compound, Netaji Nagar, New Delhi-23.
12. GM (BBNW), Bangalore NOC, East Telephone Exchange Building, Lazar Road, Near Bangalore east Rly Station Bangalore.
13. Director General P&T audit, Shyam Nath Marg, Near Old Secretariat, Delhi-110 054.
14. M/s Indiagames Limited & M/s Hungama Digital Media Entertainment Pvt. Limited for n/a.
15. Guard File.



(S.S.Verma)
DM (T&C)-CFA