



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

Dated: 17-02-2012

Circular R&C-CFA No. 57/11-12

Subject: Introduction of Promotional schemes for VVoBB services in all the circles of North & West zones for a period upto 30-04-2012 - reg.

Approval of the Competent Authority is hereby conveyed for introduction of following promotional schemes for VVoBB services in all the Circles of North & West zones for a period upto 30-04-2012:

a. Free trial of VVoBB service upto 2 weeks for the new VVoBB customers of North & West zone circles:

- (i) Two weeks of free trial of VVoBB service may be offered to the new VVoBB customers.
- (ii) After free trial customer shall have the option to continue the service at applicable charges or to surrender the VVoBB service.
- (iii) No Initial charges are to be taken from such customers.
- (iv) During free trial period of VVoBB service, domestic (video & Voice) calls through VVoBB service would be free for such customers.
- (v) International calling through VVoBB service is not to be allowed during free trial period.
- (vi) The VVoBB service shall be activated with explicit consent and filling up of CAF in compliance of LI requirements.
- (vii) Franchisee may take a post dated cheque from the prospective customer in lieu of CPE charges, which may be returned back in case of surrender of service during free trial of service.
- (viii) It must be ensured that free trial to any customer is limited only for two weeks. Free trial should not be provided beyond two weeks at a time or several times giving some break to any telephone number of same customer or related party telephone number or same address, to avoid any misuse of facility.

b. Free incoming VVoBB service (barring outgoing facility) without providing PVC and fixed static IP to all the ADSL BB customers in North & West zone circles.

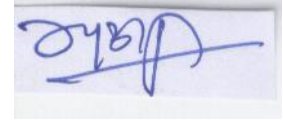
- The data usage charges for data transfer will be levied as per existing plan availed.
- VVoBB Number shall only be given to those customers who download the required software and softphone.
- VVoBB incoming facility should only be made operational with softphone and no incoming or outgoing facility should be made available with hardphone.

3. The above promotional schemes shall be effective with immediate effect on promotional basis for a period upto 30-04-2012 in all the circles of North & West zones.

4. Following reports may be submitted on monthly basis to T&C-CFA and NWP-BB (CFA) branch of Corporate Office electronically at tcfa.bsnl@gmail.com and tcfa.hq@bsnl.co.in respectively:-

- a. Full detail of the free trial facility given to the customers alongwith their telephone number, name & address, duration of free trial offered, details of total calls made by the customers during free trial duration etc.

- b. Revenue trend analysis of the VVoBB service and net benefit to BSNL after revenue share to the Franchisee.
5. This circular is issued based on the approval of Competent Authority in NWP-BB file No. 64-44/09-Broadband/SIS (Pt.6). 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).



(S.K.Bhat)
DGM (T&C)-CFA

To

The CGMT, North & West zone circles [Haryana/ Himachal Pradesh/ J&K/ Punjab/ Rajasthan/UP (East)/ UP (West)/ Uttrakhand/ Gujarat/ Maharashtra/ Madhya Pradesh/Chattisgarh].

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: 64-44/09-Broadband/SIS (Pt.6) 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.
11. CGM (BBNW), New Delhi
12. GM (BBNW), Bangalore NOC, BBNW.
13. Director General P&T audit, Delhi-110 054.
14. Guard File.



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