

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.64-160/10-BBVAS
To

Dated 03/10/2011

Chief General Managers
All Telecom Circles/ Metro Districts

Sub: Launch of “Topper Education” VAS service for ADSL customers.

Ref: 1. Letter No. 64-160/10-BBVAS dated 14/07/2011
2. Letter No. 64-160/10-BBVAS dated 09/09/2011

With reference to above noted subject, BSNL had signed the agreement for launching the above on-line VAS for ADSL broadband customers on a non-exclusive revenue sharing basis in association with M/s Greycells18 (M/s GC 18). The service has been made live. The details including the salient points, tariff and FAQs are also uploaded on www.bsnl.co.in under Broadband services. The salient operational points are as follows:

1. The content is for students of Class IX to Class XII for Mathematics & Science subjects.
2. Tariff is Rs 150/- per month per subject. The user can register online, application form is available on the link from BSNL website or directly through the link <http://bsnl.topperlearning.com>
3. A free trial of 15 days is available for any customer following which the service can be extended based on the consent of the customer.
4. Download charges while availing the service is nil. This, in effect, is the basic marketing tool for promoting these services.
5. The server of the franchisee is placed in NOC, Bangalore & billing would be done by ITPC depending on the billing feed file from the franchisee at the end of the month.
6. Maharashtra Circle is the designated circle for all issues including clearing the franchisee bills. Details of the nodal persons are given in the letters under reference. They may devise the mechanism for handling the franchisee bills & intimate to other circles.
7. The franchisee has initially selected following circles for aggressively marketing the services:
AP, Karnataka, Chennai, Tamil Nadu, Kerala, Maharashtra, UP (East) & Haryana
 - These circles have already been sent the marketing kit including banners etc.
 - The franchisee would conduct training for BSNL call centre agents in the circles.
 - The franchisee has made arrangement for handling calls in their call centre at Noida.

The service may be promoted in all circles as it is expected that it would be a good revenue-earner for BSNL.

This is issued with the approval of competent authority.


DM (VAS)

Copy to:

1. CGM(ITPC)/Sr. GM(NWP-BB), C.O. for information
2. M/s GC18 for information & necessary action.