



No. 3-1/2010-R&C [CFA]

Dated 16 -03-2011

Circular R&C-CFA No. 63 /10-11

Subject: Rebranding of FLPP Prepaid over Postpaid service

It has been decided by the competent authority to rebrand/ reposition FLPP prepaid over post paid service and rename the FLPP prepaid over postpaid card as "Smart ITC Card". An extra talk time of Rs.25/- would be given on account card sold up to 31-03-2011, as a promotional measure.

The call charges of Smart ITC card would be the same as universal ITC Card i.e per second pulse.

The details of the tariff for "SMART ITC Card" is given here under:

a) Retail Account Card Profiles

S.No.	Particulars	Retail Prepaid
1.	MRP	Rs.110/-
2	Card value	Rs 99.73
3	Service Tax + Education Cess @ 10.30 %	Rs.10.27
4.	Talk Value	Rs.110/-+Rs 25/-* for cards to be sold in J & K and Rs 100+ Rs 25/-* for cards to be sold in other states.
5.	Validity of Account Card	15 days

* Extra Talk value available in cards sold upto 31.03.2011

b) Recharge Coupons

S.No.	MRP in Rs	20	55	110	300	550
1.	Talk Value in Rs (Other states/J&K)	Same as UITC				
2.	Card Value in Rs (Other states /J&K)	Same as UITC				
3.	Service Tax + Education Cess @ 10.30 % (Other states / J&K)	Same as UITC				
4.	Validity (Days)	7	20	45	60	90
5.	Grace Period (Days)	10	10	10	10	10

c) Call Tariff: Same as Universal ITC.

d) Validity Coupons:

S.No.	MRP in Rs	20
1.	Talk Value in Rs (Other states/J&K)	10/12
2.	Card Value in Rs (Other states /J&K)	18.13/20
3.	Service Tax + Education Cess @ 10.30 % (Other states / J&K)	1.87/0
4.	Validity (Days)	20
5.	Grace Period (Days)	0

2. Franchisee Eligibility: Existing ITC EPIN Franchisee are authorized to purchase these cards.

3. Commission to EPIN Franchisee: Same as Universal ITC.

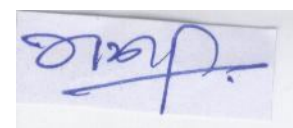
4. Artwork of new "Smart ITC Card": To be issued separately by NWO-CFA cell.

5. Allowing FLPP codes from GSM/Mobile Net work so that services are also accessible from Mobile network.

6. Commercial guidelines and features of the scheme may be issued by NWO-CFA Branch.

7. The Circular is issued based on the approval of competent authority in NWO-CFA Cell File No.24-30/2009-NWO(CFA)/ (IN) Pt. (C) . For any clarification/correspondence in respect of aforesaid scheme, matter may be taken up with NWO-CFA Cell BSNL corporate office, Janapath, New Delhi. Fax No.011- 23734357 / 23734366.

8. Impact of the scheme may be analyzed and feed back submitted to T&C Branch of corporate office electrically at tccfa.bsnl@gmail.com and sanjaykumar1@bsnl.co.in, vmeena69@gmail.com respectively.



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

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 / Sr. GMs (PDP / NWP-BB/CS / NW Planning/ FIN / RN) - CFA, CO BSNL.
5. GM (Marketing), CO BSNL, for adequate publicity and marketing of the service.
6. GM (IT), CO BSNL – for placement on BSNL Website.
7. Sr. GM (NWO)-CFA, CO BSNL w.r.t case mark: 24-30/2009-NWO (CFA)/IN (Part-C) carrying the approval of the Competent Authority in the matter. It is requested that necessary action may be taken regarding website updation.
8. CGM (ITPC), Pune, RTTC, Plot No. 121/122, MIDC- 'G' Block, Chinchwad, Pune-411019.
9. Wire line IN SCP In-charges.
10. Director General P&T Audit, Shyam Nath Marg, Near Old Secretariat, Delhi-110 054.
11. OL Section - for Hindi version.
12. Guard File.