

Bharat Sanchar Bhawan,
Room No. 211,
Ph. 011-23322064
Fax: 011-23734052



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

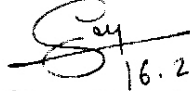
No. 64-133/2014/Tariff

Dated: 16-02-2016

To
The CGMT,
All Telecom Circles/Metro Districts.

Subject:-To popularize recently launched promotional scheme of sale of BSNL WiFi Broadband modem at Rs. 1500/- with 100% Cashback scheme - reg.

1. Kindly refer to R&C-CFA letter no. 1-1/2015-R&C [CFA] (circular no. 162/15-16) dated 11-02-2016 (*Copy enclosed and also available on Intranet*) regarding introduction of promotional scheme in all the Circles to "Sale of ADSL WiFi Modem @ Rs. 1500/- with 100% Cash back" to the new Broadband customers.
2. Under the above scheme, new Broadband customer who subscribe under a Broadband plan with monthly charges of Rs. 700/- & above, shall be able to purchase the Broadband modem from BSNL at Rs. 1500/-. Such customers, shall be given Rs. 100/- per month as cashback for 15 months. BSNL is also offering warranty support for the modem for FIVE years' period without any additional charges.
3. The above scheme is very attractive and has the potential to not only increase the Broadband customer base but also to increase the sale of BSNL WiFi Broadband modems.
4. Since, above scheme is available till 31-03-2016 only, you are requested to make all out efforts to popularize the scheme by organizing Melas, Camps & leveraging all the chain of sales including display in CSCs and press release in local newspapers. The draft press release is enclosed.
5. Compliance may be sent to this office by 25-02-2016.


(Deepak Garg)
Addl. GM (NWP-BB)

Enclosed: As above

Copy to:

1. Director (CFA) for kind information please.

Regd. & Corporate Office: Bharat Sanchar Bhavan, H C Mathur Lane, Janpath, New Delhi-110001
www.bsnl.co.in

BSNL offers WiFi modem at Rs. 1500/- with FIVE years warranty support & 100% Cashback

BSNL has launched a very attractive scheme by offering BSNL WiFi Broadband modem at the cost of Rs. 1500/- & with 100% cashback.

Under the scheme, new Broadband customer who subscribe under a Broadband plan with monthly charges of Rs. 700/- & above, shall be able to purchase the Broadband modem from BSNL at Rs. 1500/-. Such customers, shall be given Rs. 100/- per month as cashback for 15 months. BSNL is also offering warranty support for the modem for FIVE (5) years' period without any additional charges.

The above scheme is available till 31-03-2016 in all the circles.

Sor
16.2.16

Rates & Costing Section - CFA
Corporate Office,
Eastern Court, Jan path, New Delhi
Tel:011-23734320
Fax: 011-23734322



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No. 1-1/2015-R&C [CFA]

Circular R&C-CFA No. 162/15-16

Dated 11-02-2016

Subject: Introduction of promotional scheme in all the Circles to "Sale of ADSL WiFi Modem @ Rs. 1500/- with 100% Cash back" to the new Broadband customers who subscribe under any broadband plan with FMC Rs.700/- & above and outrightly purchases the modem from BSNL - reg.

- In order to increase BB customer base, to achieve the target at the end of financial year and to facilitate retention of BB customers, it has been decided by the Competent Authority to launch the following promotional scheme to sale "ADSL WiFi modem @ Rs. 1500/- with 100% cashback" for a period upto 31-03-2016 in all the circles:-
 - The new BB customer who subscribe under any broadband plan with FMC Rs.700/- & above, outrightly purchases the ADSL WiFi modem from BSNL @ Rs. 1500/-, may be offered Rs. 100/- cash back per month for maximum 15 Months or till the BB connection remain active, whichever is earlier.
 - The above cashback amount shall be adjusted in the bill.
 - The above Cash Back scheme shall be available in all the circles on promotional basis for a period upto 31-03-2016, only to the new Broadband customers who subscribe under any broadband plan with FMC Rs.700/- & above and outrightly purchases the modem from BSNL.
- The circles shall ensure to comply with all regulatory requirements.
- The above instructions are effective w.e.f. 15-02-2016 on promotional basis for a period upto 31-03-2016 in all the circles.
- All other terms and conditions shall remain the same.
- This circular is issued based on the approval of Competent Authority in Broadband Cell File No. 64-133/BB/Tariff/14-15 Clarification/correspondence, if any, in respect of above tariff may be sent to Broadband Section, BSNL, Corporate Office, Janpath, New Delhi-110001, Tel. No. 011-23322064 and Fax No. 011-23734052.

DGM (T&C)-CFA

To

All CGMs - Telecom Circles/ Metro Telephone Districts/ITPC, Pune.

Copy for information to :-

- CMD, BSNL.
- Directors (CFA / CM / ENT / HR / FIN) on BSNLs Board.
- Executive Director (Finance), BSNL.
- All Tariff committee members [Sr. GM (NWP-CFA)/GM (NWP-BB)/(PDP-CFA)/GM (Finance-CFA)], BSNL C.O.
- GM (NWP-BB/PDP)-CFA, CO BSNL w.r.t case mark: 64-133/BB/Tariff/14-15 carrying the approval of the Competent Authority in the matter. It is requested that necessary action may be taken regarding website updation.
- GM (CIT), CO BSNL – for placement on BSNL Website.
- AD OL for Hindi version
- CGM (ITPC), Pune for necessary changes in CDR/billing systems.
- CGM (BBNW), BSNL, CTS Compound, Netaji Nagar, New Delhi-23.
- GM (BBNW), Bangalore NOC, East Telephone Exchange Building, Lazar Road, Near Bangalore east Rly Station Bangalore.
- Director General P&T audit, Shyam Nath Marg, Near Old Secretariat, Delhi-110 054.
- Guard File.

DM (T&C)-CFA

Regd. & Corporate Office: Bharat Sanchar Bhavan, H. C. Mathur Lane, Janpath, New Delhi-110001
Corporate Identity Number (CIN): U74899DL200060I107739
Website : www.bsnl.co.in