

# Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

Tariff & Costing-CM Section, Corporate Office,  
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No.26-17/2009-R&C (Pt.)

Date: 11.11.2013

## Circular T&C-CM No. 59/13-14

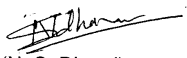
**Sub: Introduction of Data STV bundled with Mobile TV Pack from M/s. Apalya Technologies Pvt. Ltd.**

BSNL (VAS cell) has entered into an agreement with M/s. Apalya Technologies Pvt. Ltd for providing BSNL Mobile TV to Mobile customers of BSNL on revenue share Basis. The Competent Authority has approved the tariff for Data STV for bundling of mobile TV channels pack with M/s. Apalya Technologies Pvt. Ltd as under:-

- A) Data STV: MRP Rs. 165/- (Incl. of S. Tax) [BSNL-Rs. 135/-, M/s. Apalya –Rs30/-\*]  
B) Freebies offered:

S.No.	Particulars	Details
a)	Free data download	1GB
b)	Free No. of TV Channels	50+ channels provided by M/s. Apalya
c)	STV activated on	Any prepaid plan Voucher
d)	Validity of freebies	30 days from the date of activation.

1. The freebies offered will be consumed within 30 days from the date of activation.
2. The above tariff will be implemented w.e.f. **18.11.2013**.
3. \*Revenue share to VASP will be applicable on the VAS Component only i.e. Rs.30 and will be governed as per VAS agreement. No VAS retailing expenses on Data STV. Only regular 5.5% commission to franchisee channel.
4. This may be brought to the notice of all concerned for taking necessary action in this regard. Press note and proper advertisement as deemed fit may be made to generate adequate response. Circles may also send SMS conveying the above scheme to the customers.
5. Circles have to update their website and report the same to TRAI as per tariff reporting requirement of TRAI.
6. This circular has been issued based on approval of the Competent Authority in P&P CM cell File No.9-44/2012/P&P-CM (Pt.1). Queries/clarification/feedback in respect of above tariff may be addressed to Product and Pricing-CM Section, C.O., BSNL, New Delhi and monthly feedback may be sent on [hqcm.pp@gmail.com](mailto:hqcm.pp@gmail.com), [hqcm\\_pp@bsnl.co.in](mailto:hqcm_pp@bsnl.co.in).


  
(N. S. Dhami)  
AGM (T&C-CM)

To  
All CGMs- Telecom Circles/ Telephone Districts.

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Copy to:

1. CMD, BSNL.
2. Directors- CM/ CFA/ EB/ HR/ Fin, BSNL.
3. ED-Fin/ CA / NB, BSNL.
4. All PGMs / GMs, BSNL C.O.
5. GM (IT) for making necessary update in website and place in news item.
6. Sr. GM (Sales & Marketing)- for marketing initiative.
7. GMs (CMTS/CDMA-Billing Centre).
8. GM (VAS-Tech)/GM (NWO)/PGM (Regulation), BSNL C.O.
9. M/s Apalya Technologies Pvt. Ltd- for information and necessary action please.
10. Director General P & T Audit, Delhi- 110054.
11. Guard file.

  
(Subrat Kumar Mohakud)  
Dy. Manager (T&C-CM)