

Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

Tariff & Costing-CM Section, Corporate Office,
1st Floor, Bharat Sanchar Bhawan,
H.C. Mathur Lane, Janpath, New Delhi - 110 001.
Tel. No.011-23037109/200 Fax No.011-23329125



No.26-17/2009-R&C (Pt.)

Date: 30.07.2014

Circular T&C-CM No. 22/14-15


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

Kindly refer to this office order of even No. dated 11.11.2013, 05.03.2014 and 09.06.2014 vide which tariff for Data STV bundled with Mobile TV Pack from M/s. Apalya Technologies Pvt. Ltd. was communicated. Now the Competent Authority has approved the bundling of mobile TV channels pack with M/s. Apalya Technologies Pvt. Ltd as under:-

- A) M/s Apalya to provide free mobile channels to Mobile customers with BSNL data STV Pack of Rs. 17/- (Incl. of S. Tax) with three days validity.
B) Freebies offered:

S.No.	Particulars	Details
a)	Free data download	100 MB
b)	Free No. of TV Channels	30+ channels provided by M/s. Apalya
c)	STV activated on	Any prepaid plan Voucher
d)	Validity of freebies	3 days from the date of activation.

- The above tariff will be implemented w.e.f. **01.08.2014**.
- No revenue share will be paid to M/s Apalya for providing free channels under this arrangement. Revenue share/commission issued vide letter no. 200-29/2012-VAS dated 06/08/2013 will not be applicable. However, remaining terms and conditions will remain same and BSNL normal commission structure would continue to be applicable for franchisee and retailers.
- 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.
- Circles have to update their website and report the same to TRAI as per tariff reporting requirement of TRAI.
- 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, hqcm_pp@bsnl.co.in.

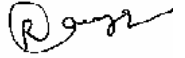

(N. S. Dhami)
AGM (T&C-CM)

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. OL Section –for Hindi version.
12. Guard file.



(Rakesh Arya)
Uy. Manager (T&C-CM)