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

No. VAS-12/CBS-EOI-2013 (Pt.)/ 26
To,

Dated: 16-04-2018

1. All CGM's Telecom. Circles/Telecom Districts
2. PGM/Sr. GM (CMTS), Nodal Centre Chandigarh/Pune/Kolkata/Trichy

Sub: - Exclusive contest for BSNL employees & their family members-reg

M/s Celltick, which is operating BSNL BUZZ platform, has introduced START app for Android phone users to use BSNL BUZZ services to popularize the services among BSNL employees. This START app is available on Google play store and BSNL customers having Android phone may download this app.


To increase penetration of START app among BSNL employees and their family members, M/s Celltick has submitted a gratification proposal exclusive for BSNL employees and their family members for increasing START app customer's base and same was approved by competent authority.

The detail of the scheme along with steps to be taken by Nodal Zones to implement the same is here as following:

1. BSNL Zones to send promotional messages to all BSNL employees conveying details of scheme along with the link to download START app. Only BSNL employees and their family members (Father, Mother and Children) can participate in the scheme.
2. This scheme/contest will start from 01-05-2018 for a period of three months.
3. Participants will have to keep START app active in their handsets for a minimum period of one month during the contest/scheme period of three months for being eligible for prizes.
4. After conclusion of contest/scheme, M/s Celltick will provide list of eligible participants MSISDNs.
5. Circles will conduct draw to select winners. Circles shall ensure that prizes are awarded to BSNL employees and their family members only.

6. Circle may contact SPOC of M/s Celltick, Sh. Abhishek Makwana Mob. 09910335294 mail id Abhishek.m@celltick.com for any query/correspondence.
7. Circles will send the Nodal officer details to M/s Celltick to provide the list of participants MSISDN to open draw after conclusion of contest/scheme.
8. List for Circle wise Prizes is annexed with this letter. M/s Celltick to procure all the prizes at its own cost and send it to concerned Circles.
9. After completion of process for opening of draw, Circle will intimate M/s Celltick to send the required prizes to Nodal officer with complete postal address.
10. All CGM's are requested to distribute the prizes to BSNL employees and their family members.
11. All CGM's & Nodals are requested to make wide publicity about the contest/scheme among all BSNL employees.

This is issued with approval of competent authority.



(Sanjay Kumar)
DGM (VAS-I)

Copy to:

M/s Celltick Mobile Media India Limited

Annexure

Circle	Nos. of Android phones as gratification worth Rs. 5000/ each	number of additional Android phones for zones	Total nos. of Android phones as gratification in Rs.	Total amount of Android phones as gratification in Rs.	Consolation prizes as Flipkart/Amaz on vouchers worth Rs. 500/ each	Total amount of gratification as vouchers in Rs.
TN	2	1	3	15000	10	5000
UPE	2	-	2	10000	10	5000
AP	2	-	2	10000	10	5000
KL	2	-	2	10000	10	5000
ASSAM	2	-	2	10000	10	5000
BH	2	-	2	10000	10	5000
JD	1	-	1	5000	10	5000
MP	2	-	2	10000	10	5000
CG	2	-	2	10000	10	5000
KTK	2	-	2	10000	10	5000
RJ	2	-	2	10000	10	5000
GJ	2	-	2	10000	10	5000
MH	2	1	3	15000	10	5000
UP W	2	-	2	10000	10	5000
UTK	2	-	2	10000	10	5000
ORS	2	-	2	10000	10	5000
PB	2	1	3	15000	10	5000
NE	2	-	2	10000	10	5000
HR	2	-	2	10000	10	5000
HP	2	-	2	10000	10	5000
JNK	2	-	2	10000	10	5000
KOL	1	1	2	10000	10	5000
WB	1	-	1	5000	10	5000
CHN	1	-	1	5000	10	5000
Total	44	4	48	2,40,000	240	1,20,000

G.T. as gratification Rs. 360000/ (Three Lacs Sixty Thousand only)