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

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VAS CELL

BSNL 3G)))) **BSNL LIVE**
2010

No. : 200-58/2011-VAS

Dated : 17-01-2012

To

ALL Chief General Managers
Telecom Circles / Telecom Districts / ITPC Circle

Sub: **Launch of " TRUST " card & Hello TV service for PC/Data card users**

CMD, BSNL will launch the following services on **17th January 2012** in 9th Floor, Conference Hall, Bharat Sanchar Bhavan, BSNL Corporate Office, New Delhi.

(a) TRUST Card : It is a multipurpose services prepaid payment card. With this card, a customer can not only make payments of **BSNL Bills** (Postpaid bills & Prepaid top-ups) & purchase BSNL Value Added Services viz. Hello TV Subscription, BSNL Hello Tunes (Ring Back Tune), but also make payment for about 1000 other utility services such as for electricity, telephone, cooking gas, mobile, water, book rail/air tickets, renew DTH subscription, Citizen Services by Government or Government bodies etc. Detailed list of billers is available at : www.bsnlitzcash.com. TRUST card shall be made available initially in Chandigarh, Pune, Kolkatta and Chennai. It will be launched in other cities gradually within a year.

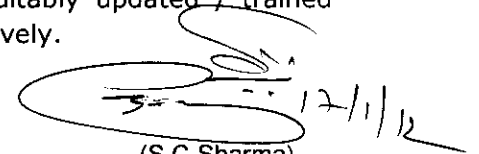
(b) BSNL already provides "Hello TV" service for its GSM customers. Now BSNL is extending this service to PC/Data card users across the country. BSNL subscribers can pay through BSNL Mobile Prepaid or BSNL Mobile Postpaid. Non-BSNL subscribers can pay through "TRUST". Card

Service Brief & FAQs for both services are attached.

2. In order to popularise the **Hello TV service for PC/Data card users**, it has been decided to make this service **"FREE"** to all BSNL GSM users for a period of **One Month** from the date of launch viz. upto **17th Feb 2012** to experience this service. Thereafter the service should be offered to customers at the specified price and the free offer should not be automatically converted to paid subscription.

3. In view of this, you are requested to take necessary action for arranging suitable promotional activities to attract more and more customers for usage of these new services. Viz promotion through postpaid bill, Press release in local media and putting up information on notice board etc. CSC staff/ Call centre officials / VAS team officials may be suitably updated / trained regarding the services, so that customer queries can be handled effectively.

Encl : A/A


(S.C.Sharma)
GM (VAS)

Copy to :

1. Director (CM), BSNL Board
2. Sr. GM (CMTS-Nodal Centres), NORTH/WEST/SOUTH/EAST zone.
3. M/s PK Online.

Trust Card User Manual

Welcome

BSNL-ItzCash welcome you to the world of "Trust", a world where you can always depend on us to take care of all your payment needs no matter what time it is, no matter where you are you can easily use a **Trust Card** to make a variety of payments.

Trust Card is brought to you by BSNL in partnership with Itz Cash Card Limited. Our endeavor is to constantly add more value to the way you make payments. The Trust Card offers simplicity, flexibility, convenience, and safety and will be your most trusted mode of payment because of the ease it provides while making payments.

This user manual will help you use the Trust Card across different services through various payment modes such as Online, SMS and IVRS.

Enjoy the power of money and rely on the most revolutionary mode of making payments with Trust Card!

About Trust Card & its usage:

The Trust Card is a multipurpose services prepaid payment card. With this card you can make payments for your BSNL Bills (Postpaid bills & Prepaid top-ups), purchase BSNL Value Added Services viz. Hello TV Subscription, BSNL Hello Tunes (Ring Back Tune) and pay for all your bills like electricity, telephone, cooking gas, mobile, water, book rail/air tickets, renew DTH subscription, Citizen Services by Government or Government bodies and lots more. The backside of the card has a 12 digit account number and a 4 digit password which is masked. When you purchase the card all you need to do is unmask the account number and password and use them to make payments.

To know more visit www.bsnlitzcash.com.

Payment Modes:

You can use the Trust Card to make payments on-line through internet, on-mobile (SMS) and IVRS mode.

Limit:

You can reload your Trust Card to a maximum limit of ₹ 10,000/- . Reloading your Trust Card can be done with a TRUST recharge voucher available at the nearest outlet. If you wish to increase the limit of card you can opt for upgrading the card facility. Details of how you can increase the limit of your card are mentioned further.

Validity:

Your Trust Card is valid for 6 (six) months from 1st usage* or 12 months from date of manufacture whichever is earlier. The validity of an upgraded card is extended for 3 years from current expiry month

**When you logon www.bsnlitzcash.com website to check card status or any other feature or when you make payment for any services using your Trust Card is deemed to be 1st usage.*

Denomination Range (₹):

Trust Cards are currently available in convenient denominations of ₹ 250, ₹ 500, & ₹ 1000.



Upgrading your card

You can upgrade your Trust Card to avail the complete bouquet of services which include booking bus tickets, movie tickets, shopping online, gaming and a lot more. Upgrading of your Trust Card can be done after providing completed KYC form (provided in the welcome kit) along with required documents. You can also download the form for upgrading your Trust Card from www.bsnlitzcash.com

Know Your Customer (KYC)

KYC form is provided in the welcome kit. If you wish to upgrade your Trust Card, you need to fill the Know Your Customer (KYC) form and attach all required documents, put it in the business envelope provided in your welcome kit and drop it at any post office box nearest to you, or courier the KYC along with the relevant documents to KYC Cell, Itz Cash Card Limited, Everest Square, junction of Shraddhanand & Nehru Road, Vile Parle (E), Mumbai - 400 057.

Please submit one colored photo of yourself and photo copy of any one of the following documents:

- Latest bank account statement issued by nationalized/ scheduled bank
- Latest energy bill
- Ration Card
- Latest telephone bill/ mobile bill
- Registered lease/ sale agreement of residence
- Latest bank passbook
- Passport
- Voter identity card
- Driving license

Simple steps to use the Card

Here are few examples of how you can use your Trust Card to make payments on-line and on-mobile:

Renew dishtv subscription through SMS

Send SMS to 57575 with the message as shown below.
TRUST_DISHTV_<11 digit VC No.>_<Amount>_<Account number>_<Password>

For e.g. TRUST DISHTV 12345678901 330 522314001387 4231
Note: "_" - Single space

If the information sent is correct and complete, the deduction from the card will be done as well as that much amount will be recorded against the Viewing Card No. sent in the SMS.

Note down your transaction ID for future reference and correspondence.

Booking Rail e-Tickets Online



- Go to www.irctc.co.in and login with your username and password (or register if you are a new user).
- Enter the mandatory journey details and click on the Make Payment button.
- Choose TRUST Card/ItzCash from the list of payment options provided. Select Trust Card and click on "Continue"
- Enter Card Account Number (12 digits) and Password (4digits) and confirm the order and take a print of the electronic reservation slip.

Note down your transaction ID or take a print of the receipt for future reference and correspondence.

In case of ticket cancellation the money will be refunded in your Trust Card. Print the receipt and retain the card for any future reference and correspondence.

Paying PSEB Energy Bills Online

- Visit www.pspcl.in and click on "Online Bill" & Further select "Online Payment" option.
- Enter user name & password and click on "SUBMIT". If you are a new user, register yourself first.
- View the bill details by clicking on "Account No." or else click on "Pay Bill" after checking bill details.
- Click on "Click to Proceed" after verifying bill details & Choose TRUST Card/ItzCash from the list of payment options provided. Select Trust Card and click on "Continue".
- Enter Account no. (12 digits) & Password (4 digits) and click on "Continue" to confirm payment

Note down the transaction ID and take a printout of the confirmation page for your future reference.

You can also pay for your energy bills for BSES – Rajdhani & Yamuna, Noida Power Company Limited, North Delhi Power Limited, Reliance Energy Ltd, Maharashtra State Electricity Board Assam Power and other service providers with your Trust Card.

MCGM Property Tax Payment

- Visit www.mcgm.gov.in and select "Pay Property Tax". Enter the SAC No.
- Click on the sign in accept "Terms and Conditions" and proceed to pay property tax.
- View the property dues and select desired bill to be paid.
- Enter the bill amount to be paid and Choose TRUST Card/ItzCash as payment option. Select Trust Card and click on "Continue" (payment amount to be same as bill amount or less than bill amount) and click "OK" on warning.
- Enter Trust Card Account no. (12 digits) and Password (4 digits) and continue to confirm the order.

You will directed to a transaction receipt in PDF format. Take a printout of the receipt for reference.

Online Mobile Recharge for BSNL Subscribers

- Visit www.bsnl.co.in and click on the "Online Recharge Topup, Flexi Topup" link
- Login with your username and password or register if you are a new user.
- Select FLEXI TOPUP YOUR MOBILE (Applicable for all the Customers of 2G & 3G)
- Enter your Mobile No. and the amount you want to topup and click on "Submit" Select ItzCash as your payment option from the list provided and click on "Submit button" Select Trust Card and click on "Continue".
- Enter Account no. (12 digits) & Password (4 digits) and click on "Continue" to confirm payment.
- On success of your payment your mobile will get topped up with the amount.

Online mobile recharge for other telecom service providers

- Visit www.bsnlitzcash.com select purchase E-pin, Enter your user name and password (or register if you are a new user)
- Select operator to get the pin/easy recharge, Select recharge voucher as per requirement and click on "Submit"
- Select Trust Card and click on "Continue". Enter Trust Card Account no. (12 digits) and Password (4 digits) and continue to confirm the order.
- Do not dispose your card until you get the online PIN delivery

You can recharge your mobile for BSNL, Aircel, Airtel, , BPL, Idea, Reliance, Vodafone, Tata operators.

Know more Essential Services

To know various other essential services visit www.bsnlitzcash.com

Know your Card Balance

Send the following message to 57575:
 TRUST_BAL_AccountNo_Password
 For eg. TRUST_BAL_123456789012_1234
 Note: "_" - Single space

Or

Visit www.bsnlitzcash.com and click on login
 Submit your account no. and password. Select Scratch as card type to see your card balance.

Get Trust Card Home delivery

Visit www.bsnlitzcash.com and click on home delivery logo

After filling all required details you will get a confirmation email and your card would be delivered at your doorstep.

How to get in touch with Customer Care

For any details, enquiries or complaints contact:

Call:

022 6112 5757 or 1901 345 7575 (for MTNL/BSNL only).

Email:

help@bsnlitzcash.com or visit www.bsnlitzcash.com and click on Help Desk, submit your queries with details.

SMS:

SMS your query to 57575

TRUSTCARD_ <Your Query> (suggestive Syntax)

For eg. TRUSTCARD Where can I purchase a card in Pune

Note: " _ " - Single space

You will get back a query number for your reference and customer care executive will contact you.

Write to us:

Assistant General Manager

Itz Cash Card Limited

Everest Square,

Junction of Shradhanand & Nehru Road,

Vile Parle (E),

Mumbai - 400 057.

Board No. 022-26185656

Customer Care No. 022-61125757

Fax No. 022-26185383

Email: help@bsnlitzcash.com

BSNL:

Assistant Manager (VAS I-3),

Corporate Office

2nd Floor, Bharat Sanchar Bhavan

Harish Chandra Mathur Lane,

Janpath, New Delhi-110 001

Frequently Asked Questions**1. What is Trust Card?**

Trust Card is a multipurpose prepaid payment card brought to you by BSNL in association with ItzCash. With this card you can make payments for your BSNL Bills (Postpaid bills & Prepaid top-ups), purchase BSNL Value Added Services viz. Hello TV Subscription, BSNL Hello Tunes (Ring Back Tune) and pay for all your bills like electricity, telephone, cooking gas, mobile, water, book rail/air tickets, renew DTH subscription, Citizen Services by Government or Government bodies and lots more.

2. What are the benefits I can get with Trust Card?

At par value product - The card is an at par value product which empowers you to make payments for essential services anytime-anywhere with convenience and ease.

- o Payment without queues- The card helps you to pay your essential bills, book railway tickets etc. anytime, anywhere without standing in any queue.



- Safe and convenient - It is the smartest option available to any Indian consumer who would like to pay online, on-mobile and IVRS.
- Range - Available in denominations from ₹ 250, ₹ 500 & ₹ 1000 and easy reload options, it allows you to be in control of what you spend.
- Micro payments - It uniquely enables the consumer to process micro payments of ₹ 10 up to ₹ 10,000/-.

No hidden costs – You can utilize the full value of the card.

3. What are the various denominations of the card that I can purchase?
Trust Cards are currently available in denominations from ₹ 250, ₹ 500 & ₹ 1000.
4. How do I use the Trust Card?
To use this card you need to scratch the masked area on the reverse of the card where TRUST is mentioned. It will reveal your account no. and password.
5. What is the Account Number?
Account number is a 12 digit number (e.g. 522542952669) beneath the masked area. It is used for a payment's authentication. Do not disclose your account number to anyone including BSNL & Itz Cash Card Limited employees for your queries related to the card.
6. What is the Password?
Password is the 4-digit number (e.g. 5732) after the account number. This too is available under the masked area. Do not disclose your password to anyone including BSNL & Itz Cash Card Limited employees for your queries related to the card.
7. What is a serial ID?
Serial ID is a 16 Digit Alpha Numeric (e.g. Z1RQ S000 1234 7898) visible on the back side of the card. This number is used for all communication with BSNL & Itz Cash Card Ltd. When you communicate with our customer care executive, you can check payment details with this number. This number is provided so that you need not part with your account number and password during any queries.

For detailed FAQ's visit www.bsnlitzcash.com

Security related important points

You can follow these simple points to avoid any misuse or fraud with your Trust Card.

- Never disclose your account number and password to anyone including company's staff or call center executive while communicating (verbal or written) for any query.
- While speaking to our customer care kindly provide only your 16 Digit Alpha Numeric card serial number which is visible on the backside of card for any queries.
- Kindly write down your account number and password and keep it at a safe location, this will enable you to still make payments in case you do misplace your card.





BSNL Hello TV for Datacard and PC Users Service Brief

BSNL Hello TV (<http://bsnl.hellotv.in>) is the entertainment destination for Data Card and PC users.

- Now BSNL subscribers (Data card, Prepaid & Postpaid) can subscribe & watch their favorite TV Channels Live, Movies and Videos, from the best of Indian entertainment on a BSNL branded destination.
- Service will also be available to non-BSNL Internet users.

NEW USER REGISTRATION : Customers have to create an Account using Simple Registration process. User Friendly interface will guide through the process. Subscribe to the pack of choice and on completion of payment process, users can login with ID & password, start viewing Live channels.

PAYMENT OPTIONS :

- BSNL Customers can use any one of the following modes:
 - (a) BSNL Prepaid Talk time
 - (b) TRSUT Card
 - (c) Billing through Postpaid
- Non-BSNL customers have to use the option of TRUST Card for the present.

SALIENT SERVICE FEATURES:

- Users have choice of viewing Live TV Channels or Music Videos or Movies.
- BSNL users have over 50 popular TV Channels to choose from, including favourites like Star, B4U, AajTak, UTV, TV9, Times and regional stalwarts like Raj, PTC, Kairali, Sangeet Bangla and more. Users can watch their favorite channels for **as low as Rs. 10/day or exciting packs of 3 channels @ Rs. 29/month and 30 channels @ Rs. 99/month.**
- Movies of superstars like Akshay Kumar, John Abraham, Salman Khan and regional megastars like Vijay, Chiranjeevi, Shivraj Kumar and Mammooty.
- Videos range from Juicy Entertainment Gossip, latest Movie Trailers, and Music videos on display from various languages like Hindi, Tamil, Telugu, Kannada, Malayalam and Punjabi.

ADVANTAGES: Few of the advantages are:

- User Friendly Interface
- No application need to be downloaded by customer.
- Online subscription management
- View from anywhere & by any mode.

FAQs for BSNL Hello TV for PC/Data Card users

1. What is BSNL Hello TV for PC / Data Card users?

Hello TV is the one stop entertainment destination where you can watch your favorite videos, movies and Live TV channels on your PC / Laptop through your data card.

2. How it is different from Mobile TV?

You can also see **BSNL 'Hello TV'** on your mobile (small screen). But if you want to see TV on bigger screen i.e. on Laptop/PC screen the same is provided through, **"Hello TV service for PC / Data Card"**

3. What kind of entertainment can I find on Hello TV?

Music videos, Movies and 50+ live TV channels. Hello TV has the best of entertainment. Just browse through our massive library of 1000+ items and take your pick from the best of Indian entertainment.

4. How do I avail the Hello TV service?

You can avail this service on BSNL's – FTTH, WiMAX, DSL, GSM/EVDO Data cards & also through other operator's any internet access by browsing <http://bsnl.hellotv.in/> web page.

- **For Live TV channel:**

- a) Access <http://bsnl.hellotv.in/> webpage
- b) Create a Hello TV account
- c) Log in by using username and password.
- d) Choose your channel and click on the subscribe button
- e) Select payment option.

But for payment purpose BSNL's GSM number will have to be mentioned. Money will be deducted from this mobile number after authentication.

5. Can other operator customers subscribe BSNL Hello TV service, if yes. How other operator/ service provider's customer can avail this service?

They can subscribe using TRUST Card payment option on the website.

6. How to access this service through internet?

Through any internet media access, customer can browse <http://bsnl.hellotv.in/>, login & use this service, even if it is subscribed with other types of net access or payment modes.

7. What are the different channels we can watch on Hello TV?

Aastha	Divya	UTV Stars	Zoom TV	Music India	UTV Bindaas
Star News	Raj Tv	Kairali TV	Raj News	Hamaar TV	Sangeet Bhojpuri
PTC Punjabi	PTC Chakde	Kairali News	Raj Digital Plus	Sangeet Bangla	24 Ghanta
B4U Movies	Manoranjan TV	PTC News	DD National	Vissa TV	Jaya TV
Aaj Tak	Bloomberg UTV	UTV Movies	Mh1	B4U Music	Raj Musix
Headlines Today	Tez	ET Now	Live India	Times now	Star Majha
Star Ananda	NewsX	Tv9 Gujrat	Tv9 Mumbai		

*** And Many More**

8. What are the different kinds of value packs available in three channel pack option ? These are combination of different channel packs designed as per market demands.
e.g. Namkeen Teen, Super South, Breaking News Pack, North Ka Dhamal , Aami Bengali, Aamchi Pack & Ekdam Bollywood.

9. Is there any service other than TV channels?

Yes, you can access Music Videos & Movies in addition to TV channels:

- **For Music videos:**
 - a) Create a Hello TV account
 - b) Log in by using username and password.
- **For Movies:**
 - a) Create a Hello TV account
 - b) Log in by using username and password.

10. What are the different kinds of subscriptions packs that I can choose from Hello TV? There are many kinds of subscription packs you can choose from -

Pack	No. of channels	Subscription fee	Validity
Jumbo	30	99*	1 month
South Special	30	99*	1 month
Value Packs	3	29*	1 month
Single Channel	1	10*	Daily
	1	20*	Weekly
	1	29*	Monthly

*for latest tariff, please visit BSNL website – <http://www.bsnl.co.in>

11. What are the mode of payments in Hello TV account?

You can pay by 2 modes after creating an account:

- a) **TRUST card**
- b) **BSNL Mobile number talk-time:-** the subscription charge will be deducted from balance of your prepaid BSNL Mobile Number (GSM Mobile or Data Card Number) or billed, in case of BSNL Postpaid number.

12. Is there any limit on the number of items I can subscribe from Hello TV?

Absolutely not, we believe entertainment has no limits, so why limit your access to entertainment?

13. Do I need to be a member of Hello TV to access the entertainment?

Yes, you have to create a Hello TV account to enjoy browsing and sampling all the videos and movie content available on the site. For Live TV you have to create a Hello TV account and subscribe to the channel packs.

14. I am very selective about the content I subscribed, what plan do you recommend?

If you would like to pick just one item at a time, choose single channel pack. If you are likely to go for more than one channel at a time, you can go for the jumbo pack.

15. Can I hold multiple subscription plans at the same time?

Yes, you can hold multiple subscription plans at the same time.

16. Can I change my plan before I pay for the content?

Sure you can. When you are on the shopping cart page, just choose the price plan which best suits your requirement. Only when you are sure that you are opting for the right price plan, that is when you should click on “Proceed to payment”.

17. What can I find in the My Cart?

Your “**My Cart**” consists of all the items you want to purchase. To go to the My Cart, just click on My Cart items.

18. Can I create playlist of the content in my content library?

No.

19. Can anyone else access My Account?

Your “**My Account**” is your own private collection of purchased content. So long as you do not share your Hello TV username/password, no one else can access your content library.

20. Do I have unlimited access to the content in “My Account”?

Yes, you can access your content library as often as you want to, by simply authenticating yourself with username/password and going to “**My Account**”.

21. I have a question about one of my transactions listed here, who do I ask?

You can Email us your query on the following email ids:

Sr. No.	Zone	Name of the Call center	E-mail id
1	North zone	Karnal	bsnl_wsc_karnal@bsnl.co.in
2		Dehradun	bsnl_wsc_dehradun@bsnl.co.in
3		Ajmer	bsnl_wsc_ajmer@bsnl.co.in
4		Lucknow	bsnl_wsc_lucknow@bsnl.co.in
5	West zone	Ahmedabad	bsnl_wsc_ahmedabad@bsnl.co.in
6		Pune	bsnl_wsc_pune@bsnl.co.in
7		Bhopal	bsnl_wsc_bhopal@bsnl.co.in
8	East zone	Guwahati	bsnl_wsc_guwahati@bsnl.co.in
9		Bhubaneshwar	bsnl_wsc_bhubaneshwar@bsnl.co.in
10		Kolkata	bsnl_wsc_kolkata@bsnl.co.in
11		Patna	bsnl_wsc_patna@bsnl.co.in
12	South zone	Hyderabad	bsnl_wsc_hyderabad@bsnl.co.in
13		Bangalore	bsnl_wsc_bangalore@bsnl.co.in
14		Chennai	bsnl_wsc_chennai@bsnl.co.in

Our customer support will revert with a response .

22. Are all the entertainment content (music videos, movies and live TV channels) on Hello TV available for subscription?

No, Music videos and movies do not require any kind of subscription. You can simply log in and click on the content and it will play. Only for Live TV channels subscription is required.

23. What is the minimum speed required to enjoy this service?

Minimum bandwidth required is 256 kbps.

24. Why should I pay for subscribing content from Hello TV when I can download it free from other sites?

Hello TV offers the latest content available on the entertainment circuit. We also ensure that the content you are subscribing from the site is of good quality and is free of any viruses or spyware. This way, you are subscribing to the best of entertainment, and that too legally.

25. Can I be sure that the entertainment content I download from Hello TV is legal?

BSNL ensures that all the content available on the site is legal. Be it the videos, movies or live TV channels, all the content featured on Hello TV is being offered legally for your entertainment and downloading purposes.

26. If I find any inappropriate content on the site, what should I do?

You can report this inappropriate content to us. Click on the 'contact us' link or fill out the form of Feedback. Our team will promptly look into this.

27. Can I get this service on my mobile?

Yes. Live TV, videos and movies are available on "BSNLLIVE" WAP Portal which you can access from your mobile. Please visit <http://bsnllive.info> in to get more information on this.

28. From where I can get Trust Card?

Its available at ITZ world's outlet, BSNL Franchisees, BSNL Customer Service Centers, BSNL retailers.

29. Is there any other service charges applicable apart from Service pack charges?

Data / browsing charges are applicable as per the data plan.