

Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

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No. 26-18/2010-T&C-CM

Date: 23.09.2011

Circular T&C-CM No. 63/11-12

Sub: Promotional Offers for Navratra and Diwali under mobile services-reg.

On the occasion of Navatatra & Diwali festival, it has been decided by the competent authority to announce the following promotional offers under 2G & 3G mobile services.

i) **Full talk value equal to MRP** on all Top-up vouchers/C-top-up/Flexi top-up to be offered to all GSM 2G & 3G Mobile prepaid customers for Top-up denomination of Rs.100 or more. Where ever, the talk value offered with top-up vouchers are more than the MRP of top-up vouchers, the higher talk value already offered will prevail.

Festival	Offer period
Navratra	26 th September, 2011 to 7 th October, 2011
Diwali	24 th October, 2011 to 10 th November, 2011

ii) **Promotional offer on Data Card:-**

a) **Special discount of 20%** on sale price of 7.2MBPS and 14.4 MBPS USB Data card from **26th September, 2011 to 26th October, 2011**. The customer has to take any of the existing 3G postpaid Data plan or recharge with any prepaid Data RCV/STV with MRP Rs.400 or more.

b) **Free 3G Data card** promotional offer for **90 days with effect from 26.09.2011**.

The 3G customers who make a commitment of longer period may be provided 3.6 MBPS, Single Band, USB Type 3G data card free of cost as per following scheme:-

i) Postpaid data plan:-

Free Usage in MB/Month	FMC in Rs.	No. of months advance payments	Total advance payments in Rs. (S. Tax Extra)
2,000 MB	649	15	9,735
10,000 MB	1143	9	10,287
15,000 MB	1427	7	9,989

ii) Prepaid data plan:-

Bundled free Usage in MB/Month	FRC in Rs. (Incl. of S. Tax)	Validity of FRC in months
2,000 MB	10740	15 months
10,000 MB	10080	8 months
15,000 MB	9450	6 months


Note: Special FRCs of the above denominations are to be designed, so that the monthly bundled free usage and validity as mentioned above is allowed at the time of activation of data plan. The FRC should be provisioned through C-top-up only.

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- c) No other freebies/discounts are allowed with the above scheme.
- d) The above data card schemes will be made available through BSNL, CSC only.

2. 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.


3. The impact of above tariff needs to be analyzed and feed back submitted on monthly basis to BSNL HQ for future reference on Fax No. 011-23329125 and e-mail – prema@bsnl.co.in or skmohakud@bsnl.co.in.


(Prema Krishnamachari)
Dy. General Manager (T&C)
Ph. 011-23734283

To
All CGMs- Telecom Circles/ Telephone Districts.

Copy to:

- 1) CMD, BSNL.
- 2) Directors- CM/CFA/E/HR/F, BSNL.
- 3) ED-F/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) GMs (Marketing)/(Sales)-for giving publicity.
- 7) GMs (CMTS/CDMA-Billing Centre).
- 8) Director General P & T Audit, Delhi- 110054.
- 9) OL Section –for Hindi version.
- 10) Guard file.


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