



No. 1-1/2009-R&C [CFA]

Dated: 01-03-2012

Circular R&C-CFA No. 62/11-12

Subject: Launch of promotional schemes under Broadband services for the prospective broadband customers registering their broadband connection upto 31-03-2012– reg.

It has been decided by the Competent Authority to launch following promotional schemes under Broadband services for the prospective broadband customers registering their broadband connection upto 31-03-2012:-

- a. **Free Trial Plan for 15 days:-** Free trial plan for 15 days may be offered to the prospective broadband customers with their own modem. The details of the plan may be as follows:
 - (i) Plan Name:- Free Trial Plan
 - (ii) Plan charges:- NIL
 - (iii) Speed:- Upto 2 Mbps
 - (iv) Data download/upload limit:- 500 MB
 - (v) Plan Duration:- 15 days from the date of activation.
 - (vi) Applicability:- New BB customers with their own modem
 - (vii) Customer can apply for a regular plan during free trial period. If customer does not apply for a regular plan within 15 days, the plan will be terminated automatically after 15 days.
 - b. **Free trial of IPTV services for one month:-** Free trial of IPTV services for one month may be offered to prospective broadband customers registering their broadband connection upto 31-03-2012 on regular basis in cities where IPTV service is available. Free trial of IPTV shall stand terminated automatically after one month if the customer does not subscribe for said service on regular basis.
 - c. **Rs. 50/- extra commission to franchisees:-** During the promotional period, for each new feasible broadband connection booked by the franchisee on regular basis after the free trial period is over, Rs. 50/- extra commission may be paid to the franchisee. This extra commission shall be paid over and above the existing commission for new broadband connection and shall be paid as per the existing commission structure for CFA products.
 - d. **Rs. 50/- Booking Honorarium to BSNL staff except CSC staff:-** During the promotional period, for each new feasible broadband connection brought by BSNL staff on regular basis after the free trial period is over except CSC staff, Rs. 50/- as honorarium may be paid to him.
2. All other relevant terms and conditions as per the earlier Circulars shall remain unchanged.
 3. This circular is issued based on the approval of Competent Authority in Broadband Cell File No. 64-03/08-BB/Pt.4. For any clarification/correspondence, in this regard, matter may be taken up with Broadband Section, BSNL, Corporate Office, Janpath, New Delhi-110001. (Tel. No. 011-23322064 and Fax No. 011-23734052).
 4. These instructions shall be effective with immediate effect for the prospective Broadband Customers registering their Broadband connection upto 31-03-2012.
 5. The impact of the tariff may be analyzed and feedback submitted on monthly basis to Corporate Office electronically at tcfa.hq@bsnl.co.in, tcfa.bsnl@gmail.com and broadbandbsnlco@gmail.com.

(S.K.Bhat)
DGM (T&C)-CFA

To
All CGMs –Telecom Circles / Metro Telephone Districts.

Copy for information to: -

1. CMD, BSNL.
2. Directors (CFA / CM / ENT / HR / FIN) on BSNLs Board.
3. Executive Director (Finance), BSNL.
4. All PGMs / GMs - CFA, CO BSNL.
5. All Tariff committee members [Sr. GM (NWP-CFA)/Sr. GM (NWP-BB)/Sr. GM (PDP-CFA)/GM (Finance-CFA)], BSNL C.O.
6. GM (Marketing), CO BSNL, for adequate publicity and marketing of the service.
7. GM (IT), CO BSNL – for placement on BSNL Website.
8. GM (NWP-BB)-CFA, CO BSNL w.r.t case mark: 64-03/08-BB/Pt.4 carrying the approval of the Competent Authority in the matter. It is requested that necessary action may be taken regarding website updation.
9. AD OL for Hindi version
10. CGM (ITPC), Pune for necessary changes in CDR/billing systems and Broadband Best Plan selector tool.
11. CGM (BBNW), BSNL, CTS Compound, Netaji Nagar, New Delhi-23.
12. GM (BBNW), Bangalore NOC, East Telephone Exchange Building, Lazar Road, Near Bangalore east Rly Station Bangalore.
13. Director General P&T audit, Shyam Nath Marg, Near Old Secretariat, Delhi-110 054.
14. M/s Aksh and M/s SDPL IPTV franchisees.
15. Guard File.



(S.S.Verma)
DM (T&C)-CFA