



No. 1-1/2014-R&C [CFA]

Dated: 15-07-2014

Circular R&C-CFA No. 31/14-15

Subject: Introduction of promotional schemes for new DSL Broadband customers under annual payment option in Malappuram SSA of the Kerala circle only - reg.

The proposal of Kerala Telecom Circle regarding promotional offer to new BB customers of Malappuram SSA has been examined in this office and the Competent Authority has decided **"to offer following promotional scheme for a period of 90 days for the new DSL Broadband customers in Malappuram SSA of Kerala Circle who opt for annual payment option under a BB plan:**

- a) **Waiver of Broadband installation charges.**
- b) **Waiver of Modem Rental Charges for first month. After first month, customers can opt for modem on rent or purchase the same from BSNL/outside.**
- c) **1 GB additional free data usage for one month under following limited usage BB plans:**
 - i. **BBG 275**
 - ii. **BBG CNT Combo 630**
 - iii. **BBG Rural USOF 99**
 - iv. **BBG Rural USOF 150**
 - v. **BBG Rural Combo 250**
 - vi. **BB CSC 400**
 - vii. **BB PCO 425**

- 1) The above instructions shall be applicable **w.e.f. 01-08-2014 in Malappuram SSA of the Kerala circle only.**
- 2) The scheme may be promoted effectively for better acquisition of the customers.
- 3) All other terms and conditions currently applicable shall remain the same.
- 4) It may be brought into notice of all concerned for information and compliance.
- 5) This circular is issued based on the approval of Competent Authority in Broadband cell file No. 64-03/08-BB/Pt.6. For any queries/clarification 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).

**Sd/
AGM (T&C)-CFA**

To

- 1) The CGM, Kerala Telecom Circle with reference to letter No. CFA/MKTG/10-23/ECT proposal/57/6 dated 09-06-2014.
- 2) CGM (ITPC), Pune for necessary changes in CDR/billing systems.

Copy for information to: -

1. CMD, BSNL.
2. Directors (CFA / CM / ENT / HR / FIN) on BSNLs Board.
3. Executive Director (Finance/CA/NB/CN), BSNL.
4. PGM (Regulation), BSNL Co, New Delhi.
5. All PGMs /Sr. GMs / GMs, BSNL C.O.
6. GM (NWP-BB)-CFA, CO BSNL w.r.t case mark: 64-03/08-BB/Pt.6 carrying the approval of the Competent Authority in the matter. It is requested that necessary action may be taken regarding website updation.
7. Sr. GM (CIT), CO BSNL – for placement on BSNL Website.
8. AD OL for Hindi version
9. CGM (BBNW), BSNL, CTS Compound, Netaji Nagar, New Delhi-23.
10. GM (BBNW), Bangalore NOC, East Telephone Exchange Building, Lazar Road, Near Bangalore east Rly Station Bangalore.
11. Secretary TRAI – for information please.
12. Director General P&T audit, Shyam Nath Marg, Near Old Secretariat, Delhi-110 054.
13. Guard File.

DM (T&C)-CFA