



No. 1-1/2013-R&C [CFA]

Dated: 15-10-2013

**Circular R&C-CFA No. 48/13-14**

**Subject: Promotional Schemes under ADSL Broadband services in Kerala Circle - reg.**

CGMT Kerala Circle may kindly refer to his office proposal letter no. CM/MKTG/1-4/ECT/2013-14/ECT KL-175 dated 29-07-2013 seeking approval for some promotional schemes in Kerala Circle.

2. The proposal has been examined in this office and **competent authority has decided to launch following promotional schemes for 90 days in Kerala Circle:-**
  - a. ***Waiver of Broadband Installation charges (Rs. 250/-) for the new ADSL Broadband customers registering their connection during promotional period.***
  - b. ***To offer Rs. 110/- worth UITC card to the customers who are registering new landline plus broadband connection during promotional period. These cards will be provided subject to the provisioning of the connections. These cards shall be delivered only after the payment of the first month bill.***
3. **The above promotional schemes shall be offered through BSNL CSC, BSNL Mela/Exhibitions etc. only. Hence no franchisee/sales commission is involved.**
4. All other relevant terms and conditions, as mentioned in earlier circulars, shall remain unchanged.
5. These instructions shall **be effective w.e.f. 21-10-2013 in Kerala circle only on promotional basis for 90 days.**
6. This circular is issued based on the approval of Competent Authority in Broadband cell file No. 64-277/2013/WiMax/Tariffs/Pt.3. For any queries/clarification in this regard, matter may be taken up with Broadband Section, BSNL Corporate Office, Janpath, New Delhi-11001 (Tel. No. 011-23322064 and Fax No. 011-23734052).

(K.K.Jain)  
AGM (T&C)-CFA

To

The CGMT, Kerala Telecom Circle./ITPC Pune.

Copy for information to: -

1. CMD, BSNL.
2. Directors (CFA / CM / ENT / HR / FIN) on BSNLs Board.
3. PGM Regulation – for information and necessary action.
4. GM (NWP-BB)-CFA, CO BSNL w.r.t case mark: 64-277/2013/WiMax/Tariffs/Pt.3 carrying the approval of the Competent Authority in the matter. It is requested that necessary action may be taken regarding website updation.
5. Sr. GM (NWP-CDMA/WiMax), BSNL C.O.
6. Sr. GM (ITPC), Hyderabad for updation in AIDOTSOFT package.
7. Sr. GM (CIT), CO BSNL – for placement on BSNL Website.
8. CGM (ITPC), Pune.
9. GM (BBNW), Bangalore NOC, BBNW.
10. Secretary TRAI – for kind information.
11. Guard File.



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