

Rates & Costing Section - CFA
Corporate Office,
Eastern Court
Janpath, New Delhi
Tel: 011-23734320 Fax: 011-23734322



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

No. 3-1/2010-R&C [CFA]

Dated 16-03-2011

Circular R&C-CFA No. 63 /10-11

Subject: Launch of Smart ITC Card on promotional basis.

It has been decided by the competent authority to rebrand/ reposition FLPP prepaid over post paid service and rename the FLPP prepaid over postpaid card as "Smart ITC Card". An extra talk time of Rs.25/- would be given on account card sold up to 31-03-2011, as a promotional measure.

The call charges of Smart ITC card would be the same as universal ITC Card i.e per second pulse.

The details of the tariff for "SMART ITC Card" is given here under:

a) Retail Account Card Profiles

S.No.	Particulars	Retail Prepaid
1.	MRP	Rs.110/-
2.	Card value	Rs 99.73
3.	Service Tax + Education Cess @ 10.30 %	Rs.10.27
4.	Talk Value	Rs.110/-+Rs 25/-* for cards to be sold in J & K and Rs 100+ Rs 25/-* for cards to be sold in other states.
5.	Validity of Account Card	15 days

* Extra Talk value available in cards sold upto 31.03.2011

b) Recharge Coupons

S.No.	MRP in Rs	20	55	110	300	550
1.	Talk Value in Rs (Other states/J&K)	Same as UITC				
2.	Card Value in Rs (Other states /J&K)	Same as UITC				
3.	Service Tax + Education Cess @ 10.30 % (Other states / J&K)	Same as UITC				
4.	Validity (Days)	7	20	45	60	90
5.	Grace Period (Days)	10	10	10	10	10

c) Call Tariff: Same as Universal ITC.

d) Validity Coupons:

S.No.	MRP in Rs	20
1.	Talk Value in Rs (Other states/J&K)	10/12
2.	Card Value in Rs (Other states /J&K)	18.13/20
3.	Service Tax + Education Cess @ 10.30 % (Other states / J&K)	1.87/0
4.	Validity (Days)	20
5.	Grace Period (Days)	0

2. Franchisee Eligibility: Existing ITC EPIN Franchisee are authorized to purchase these cards.

3. Commission to EPIN Franchisee: Same as Universal ITC.

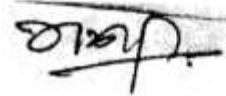
4. Artwork of new "Smart ITC Card": To be issued separately by NWO-CFA cell.

5. Allowing FLPP codes from GSM/Mobile Net work so that services are also accessible from Mobile network.

6. Commercial guidelines and features of the scheme may be issued by NWO-CFA Branch.

7. The Circular is issued based on the approval of competent authority in NWO-CFA Cell File No.24-30/2009-NWO(CFA)/ (IN) Pt. (C) . For any clarification/correspondence in respect of aforesaid scheme , matter may be taken up with NWO-CFA Cell BSNL corporate office, Janapath, New Delhi. Fax No.011- 23734357 / 23734366.

8. Impact of the scheme may be analyzed and feed back submitted to T&C Branch of corporate office electrically at tccfa.bsnl@gmail.com and sanjaykumar1@bsnl.co.in, vmeeena69@gmail.com respectively.



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

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 / Sr. GMs (PDP / NWP-BB/CS / NW Planning/ FIN / RN) - CFA, CO BSNL.
5. GM (Marketing), CO BSNL, for adequate publicity and marketing of the service.
6. GM (IT), CO BSNL – for placement on BSNL Website.
7. Sr. GM (NWO)-CFA, CO BSNL w.r.t case mark: 24-30/2009-NWO (CFA)/IN (Part-C) carrying the approval of the Competent Authority in the matter. It is requested that necessary action may be taken regarding website updation.
8. CGM (ITPC), Pune, RTTC, Plot No. 121/122, MIDC- 'G' Block, Chinchwad, Pune-411019.
9. Wire line IN SCP In-charges.
10. Director General P&T Audit, Shyam Nath Marg, Near Old Secretariat, Delhi-110 054.
11. OL Section - for Hindi version.
12. Guard File.

NW Operation Cell- CFA
8th Floor,
Bharat Sanchar Bhawan
Janpath, New Delhi
Ph. 011- 23714148
Fax. 011-23734366 / 23734357



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BHARAT SANCHAR NIGAM LIMITED
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No. 24-30/2010-NWO (CFA) /IN

Dated 30.03.2011

To,
All Head of Telecom Circles/Districts,
BSNL

Subject: Launch of Smart ITC card -regarding.

Kindly refer to letter issued by BSNL CO R&C- CFA Cell vide letter no. No. 3-1/2010-R&C (CFA) dated 16.03.2011 & Circular No. R&C-CFA 63/10-11 regarding launching of promotional scheme of Smart ITC card. Thereafter, a clarification vides letter no. 24-30/2010-NWO (CFA) dated 19.03.2011 has also been issued regarding the scheme.

During the various sales meeting held with field units it was pointed out that main problem in promoting the ITC/UITC cards is requirement of dialing 16 digits pins every time a person wants to make a call. In view of this, a new Smart ITC card has been launched where there is no requirement of dialing 16 Digit PINs and authorization is based of caller's CLI. In addition to this there are other multiple advantages of Smart ITC cards for end customers who need to be marketed properly and effectively. Smart ITC card is basically a FLPP Prepaid over Post Paid Service which has been rebranded to take advantage of brand value of ITC card and availability of advanced features in FLPP service.

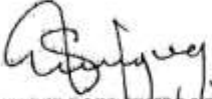
Main features of this card are as following:-

- (i) Unlike the prepaid card 'UITC', where the authentication is done every time through a 16-digit PIN, the authentication of Smart ITC can be linked to a telephone line & the user is not required to dial the Account number/ PIN for authentication every time to make a call.
- (ii) After attaching the Smart ITC account with phone's CLI another optional level of additional security can be enabled i.e. even after attaching the phone with Smart ITC account system will ask for four digit PIN at the time of making a call.
- (iii) Easy linking/ de-linking of Account Card with telephone line by customer itself i.e. a Local phone can be easily converted into STD/ISD phone and vice-versa by customer himself as per his convenience/requirement.
- (iv) On Line balance enquiry anytime.
- (v) 'Follow on feature' on no reply, busy and called party release.

- (vi) Easy recharge of ITC Account and no wastage of leftover account balance.
- (vii) Though One Smart ITC account can be linked with only one phone line but eight numbers of simultaneous calls can be originated.
- (viii) Language selection of announcement is also possible for subscribers.

From above it is clear the Smart ITC Card have features of both landline and mobile i.e. one can enjoy voice quality of landline with flexibility of Mobile phones. All these features are needed to be marketed properly and effectively. All authorized franchisee are also required to be updated about availability of new ITC card. Further, details of Smart ITC card, which is basically FLPP Prepaid over Postpaid service, is available in enclosed Annexure. The feedback of response of new card can be sent to this office by 06.04.2011. In case of any suggestion the same may be mailed to sanjaykumar1@bsnl.co.in.

Encl: A/A.


(SANJAY KUMAR)
DGM (NWO II-CFA)

Copy to- (i) GMs (NWO-CFA) , all Circles for information
(ii) SCP Incharges Luck./Ahmd/Kol/Bang

Office of
Chief General Manager(Telecom)
Marketing Cell, Tamilnadu
Telecom Circle
16, Greams Road,



भारत संचार निगम लिमिटेड
(भारत सरकार का एक उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)
BSNL 3G LIVE

To
All Heads of the SSAs,
Tamilnadu Circle.

No. MKTG / CFA-IN / Smart ITC / 2010-11/5 Dated at Chennai the 27/05/2011

Sub.: Launch of Smart ITC – Allotment of cards - Reg.

Ref.: Corporate Office Lr. No. (i) 3-1/2010 – R & C (CFA) Dated 16.03.2011
(ii) 24-30/2010 – NWO (CFA) IN Dated 30.03.2011

Kindly find enclosed the copies of the above letters under reference wherein Corporate Office has given instructions to launch the newly introduced Smart ITC.

FLPP Prepaid over Postpaid is repositioned and renamed as Smart ITC. Tariff of Smart ITC card is same as that of Universal ITC. Smart ITC is accessible from Landline / Mobile.

Tariff details of the cards, procedure to use the cards and salient features of the cards are given below:

I. Tariff details for Smart ITC:

a) Account Cards :

S.No.	Particulars	Retail Prepaid
1	MRP	Rs.110/-
2	Card Value	Rs.99.73
3	Service Tax + Education Cess @ 10.30%	Rs.10.27
4	Talk Value	Rs.110/- for cards to be sold in J & K and Rs 100 for cards to be sold in other states.
5	Validity of Account Card	15 days

b) Recharge Coupons

S.No.	MRP in Rs	20	55	110	300	550
1	Talk Value in Rs (other states/J&K)	Same as UITC				
2	Card Value in Rs (other states/J&K)	Same as UITC				
3	Service Tax + Education Cess @ 10.30% (other states/J&K)	Same as UITC				
4	Validity (Days)	7	20	45	60	90
5	Grace Period (Days)	10	10	10	10	10

c) **Validity Coupons**

S.No.	MRP in Rs	20
1	Talk Value in Rs (other states/J&K)	10/12
2	Card Value in Rs (other states/J&K)	18.13/20
3	Service Tax + Education Cess @ 10.30% (other states/J&K)	1.87/0
4	Validity (Days)	20
5	Grace Period (Days)	0

II. Instruction to use Smart ITC cards:

(a) Account Card

1. Please scratch to obtain 16 digits number. First 12 digits is your account number and last 4 digits is PIN (Secret Code). Change the PIN after first use.
2. Dial 1806 < 233 > & dial your account number followed by PIN when prompted. Dial 9# for main menu.
3. After that you can attach your line from main menu by dialing -> option 4. Please confirm the attachment of line by dialing 1.
4. Once line is attached with account you can dial 1805 233 followed by destination number from your telephone line.
5. Recharge your account before expiry of validity from main menu (9#) option ->2 to avoid disconnection.
6. For balance enquiry select main menu (9#) option ->3.
7. Helpline is 1800 345 1800.

Main Menu can be assessed by dialing 9# and the options available in main menu are:-

1. For language modification dial '0'
2. For PIN management dial 1 (then in sub menu dial 1 to change the PIN and 2 to enable or disable PIN)
3. For Recharge dial '2'
4. To Know your account balance dial '3'
5. For account attachment/detachment dial '4'
6. For Help dial '5'
7. For remote access enable/disable dial '6'
8. For redial dial '7'
9. To go to Main menu dial '9'.

(b) Smart ITC Recharge Coupons of BSNL

- 1) The Recharge Coupon is valid on Smart ITC Account.
- 2) Please scratch to obtain 16 digits secret number of recharge coupons.
- 3) Dial 1806 < 233 > 1284#.
- 4) Select main menu (9#) option ->2
- 5) Dial your 16 digit recharge coupon number followed by #.
- 6) Your balance will be announced immediately after recharge.
- 7) Validity of the recharge coupon is --- days from date of recharge.
- 8) Helpline is 1800 345 1800.

(C) Smart ITC Validity Coupons of BSNL

- 1) The Validity Coupon is valid on Smart ITC Account.
- 2) Please scratch to obtain 16 digits secret number of recharge coupons.
- 3) Dial 1806 < 233 > 1284#.
- 4) Select main menu (9#) option ->2
- 5) Dial your 16 digit validity coupon number followed by #.
- 6) Your balance will be announced immediately after recharge.

7) Validity of the validity coupon is --- days from date of recharge.

8) Helpline is 1800 345 1800.

III Main features of Smart ITC

1. Unlike the prepaid card 'UITC', the authentication of Smart ITC can be linked to a telephone line and the user is not required to dial the 16 digit Account number / PIN for authentication every time to make a call.
2. After attaching the Smart ITC account with phone's CLI another optional level of additional security can be enabled i.e even after attaching the phone with Smart ITC account system will ask for four digits PIN at the time of making a call.
3. Easy linking / de-linking of Account card with telephone line by customer himself i.e. a local phone can be easily converted in to STD / ISD phone and vice-versa by customer himself as per his convenience / requirement.
4. On line balance enquiry any time.
5. 'Follow on feature' on no reply, busy and called party release.
6. Easy recharge of ITC Account and no wastage of leftover account balance.
7. Through one Smart ITC account can be linked with only one phone line but eight numbers of simultaneous calls can be originated.
8. Language selection of announcement is also possible for subscribers(English/Hindi).

From above, it is clear that the Smart ITC card have features of both Landline and Mobile i.e one can enjoy voice quality of landline with flexibility of mobile phones. All these features are needed to be marketed properly and effectively. All authorized Franchisee are also required to be updated about availability of new Smart ITC card.

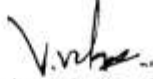
Account card of Rs. 110, Recharge cards of Rs.20, 55,110 and validity card of Rs.20 are allotted to SSAs as mentioned in the annexure enclosed.

FLPP General Account cards are converted into Smart ITC Account cards and allotted to SSAs. Hence SSAs are requested to make following corrections in the converted accounts cards before sales.

- i) Cards are to be re-stamped as "Smart ITC"
- ii) Expiry date to be re-Stamped as "06.08.2012".
- iii) Sale value to be re-stamped as Rs.110 instead of Rs.112

(While selling the cards the customers may be informed about the above changes orally)

In respect of recharge and validity cards, no re-stamping is required.
SSAs are requested to acknowledge the receipt of the above cards.


(V.Velappan)
Deputy General Manager (S & M) CFA,
O/o GM (S & M) CFA,
Chennai -6

Encl.: As above

Copy to:
Accounts officer (Cash)
Of all SSAs in Tamilnadu Circle.

