



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

Dated 16 -03-2011

Circular R&C-CFA No. 62 /10-11

Subject: Promotional Bundling Scheme “UITC JEEVAN SATHI Bundling Scheme”.

It has been decided by the competent authority to launch a special promotional scheme for UITC up to 31-03-2011. The scheme is basically a bundling scheme where one STD UITC Calling card is to be bundled with Rs 110/- and Rs 300/- MRP UITC ISD Calling Card. The details of the scheme are as follows.

Scheme1:

| S. No. | Item | Detail |
|--------|-------------------------------------|---|
| 1. | Type of Scheme | Bundling Scheme |
| 2. | Details of scheme | One Rs 55/- MRP promotional card (new profile) is to be bundled with one Rs 110/- MRP main UITC Card (existing profile) |
| 3. | Profile of Main UITC card | As per existing Rs 110/- MRP UITC card |
| 4. | Detail of promotional STD UITC card | 1. ISD barred 2. Talk Value-Rs 75/- (in J& K),Rs 70/- in all other states 3. All other details are as per existing profile of Rs 55/- MRP UITC card |

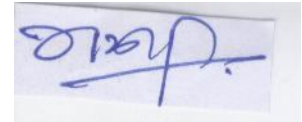
Scheme2:

| S. No. | Item | Detail |
|--------|-------------------------------------|---|
| 1. | Type of Scheme | Bundling Scheme |
| 2. | Details of scheme | One Rs 55/- MRP promotional card (new profile) is to be bundled with one Rs 300/- MRP main UITC Card (existing profile) |
| 3. | Profile of Main UITC card | As per existing Rs 300/- MRP UITC card |
| 4. | Detail of promotional STD UITC card | 1. ISD barred 2. Talk Value-Rs 95/- (in J& K), Rs 90/- in all other states 3. All other details are as per existing profile of Rs 55/- MRP UITC card. |

- 2) The scheme shall be made available through BSNL sale outlets/ ITC /EPIN /GSM franchisee and all other distributions channels through which existing ITC/UITC cards are being sold.
- 3) Commission of Rs.5/- only per card will be given to EPIN franchisee for printing, selling, marketing and handling charges with each promotional card.

- 4) No additional commission on promotional card is to be given to them. However commission on main UITC card will be given as per existing rules.
- 5) Art- work of main UITC & promotional card purchased under this scheme will be issued separately by NWO-CFA cell.
- 6) Instructions for implementing the scheme through BSNL sales outlets shall be issued separately by NWO-CFA cell.
- 7) Both of these cards shall be bundled in same package/envelope and not to be sold separately.
- 8). The Circular is issued based on the approval of competent authority in NWO-CFA Cell File No.24-22/2009-NWO(CFA)/ (IN) Pt. (B) . 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.
- 9) Impact of the scheme may be analyzed and feed back submitted to T&C Branch of corporate office electrically at tcfa.bsnl@gmail.com and sanjaykumar1@bsnl.co.in, vmeena69@gmail.com respectively.

10. **The scheme is valid till 31-03-2011 only.**



(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: 24-22/2009-NWO (CFA)/IN (Part-**B**) 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.