



Circular R&C-CFA No. 15/10-11

Subject: Introduction of new "Universal ITC" Card with per second pulse by merging the features of ITC, Call Now and Gulf Call Now cards - req.

Keeping in view the difficulties being experienced in the field in regard to distribution and inventory management of different types of calling cards like ITC, Call Now and Gulf Call Now cards etc. and also the market conditions as a result of downward revision of tariff by the Competitors, proposal for introduction of single prepaid Card with the competitive tariff has been engaging the attention of this office for quite some time. Accordingly a proposal in this regard was placed before the Management Committee of BSNL in its 60th Meeting held on 25.06.2010.

The said proposal for merging the features of **ITC, Call Now and Gulf Call Now cards** into a single **"Universal ITC"** card with **per second pulse** has been approved by the Management Committee. The new card will bear the name as **"Universal ITC" Card and will be available with MRP of Rs.20/-, Rs. 55/-, Rs. 110/-, Rs.300/-, Rs. 550/- and Rs. 1100/- inclusive of Service Tax plus Edu. Cess @ 10.30% (except in J&K where service tax is not applicable), with further details as follows:**

1. Card Details:

MRP (in Rs.) in all States	20	55	110	300	550	1100
Usage period after first use i.e., Validity (in days)	10	30	60	90	120	180
Service Tax+ Education cess applicable except in J& K State (in Rs.)	1.87	5.14	10.27	28.01	51.36	102.72
Expiry Period (Shelf life in months)	18	18	18	18	18	18
Card value and Talk value (in Rs.)						
A) For cards to be sold in States other than J & K						
Card Value	18.13	49.86	99.73	271.99	498.64	997.28
Talk Value	16	47	100	281	520	1050
B) For cards to be sold in J & K State						
Card Value	20	55	110	300	550	1100
Talk Value	18	52	110	310	574	1158

2. Local & STD tariff in paisa per second:

Fixed To Fixed	1	1	1	1	1	1
Fixed To Mobile(10 digit)	1	1	1	1	1	1
Mobile To Fixed	1	1	1	1	1	1
Mobile To Mobile(10 digit)	1	1	1	1	1	1

3. ISD tariffs in paisa per second:

Region	Country	ISD Rates (Paisa per Second)
Gulf:	Kuwait	11
	Bahrain	11
	UAE	12
	Oman	18
	Qatar	13
	Saudi Arabia	11
	Yemen	11
US/ CANADA/ UK	US	6
	Canada	6
	UK	13
SEA	Singapore	6
	Thailand	6
	Malaysia	6
	Indonesia	6
	Hong Kong	6
SAARC	Sri Lanka	14
	Bangladesh	14
	Bhutan	14
	Maldives	45
	Nepal	14
	Pakistan	14
Other	France	14
	Russia	14
	Other Europe	14
	Australia	13
	Newzealand	13
	Other countries	17

4. All other terms and conditions/guidelines not mentioned above will be the same as for the existing ITC Cards.

5. **The Universal ITC Card mentioned above will be launched from 10.07.2010.**

6. Instruction for E-PIN generation, launch of new Universal ITC Card by the schedule time by all the SCPs, utilization of existing printed ITC, Call Now and Gulf Now cards and other operational guidelines shall be issued by the Network Operations Fixed Access cell of CO BSNL separately.



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

To

All CGMs –Telecom Circles/Metro Telephone Districts.

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Copy for information to: -

1. CMD, BSNL.
2. Directors (CFA / CM / ENT / HR / FIN) on BSNLs Board.
3. Executive Director (Finance), BSNL.
4. PGMs / GMs (PDP / NWP-BB/CS / NW Planning / FIN / RN / NW Operation) - CFA, CO BSNL.
5. GM (NWO)-CFA/IN, CO BSNL for information with reference to his case mark No. 24-30/2009-NWO (CFA)/IN. He is requested to arrange to issue necessary instruction to units for E-PIN generation, launch of new Universal ITC Card by the schedule time by all the SCPs, utilization of existing printed ITC, Call Now and Gulf Now cards and other operational guidelines at the earliest.
6. GM (Marketing), CO BSNL.
7. GM (IT), CO BSNL – for placement on BSNL Website.
8. CGM (ITPC), Pune, RTTC, Plot No. 121/122, MIDC- 'G' Block, Chinchwad, Pune-411019.
9. CGM (BBNW), BSNL, CTS Compound, Netaji Nagar, New Delhi -23.
10. GM (BBNW), Bangalore NOC, East Tele. Exch. Building, Lazar Road, Near Bangalore East Rly. Station, Bangalore.
11. Director General P&T Audit, Shyam Nath Marg, Near Old Secretariat, Delhi-110 054.
12. Guard File.



(M. K. Joardar)
Dy. Manager (T&C)-CFA