



No.6-2/2009/P&P-CM

Dated: 23/08/2011

To,
GM (Sales and Marketing),
All Telecomm Circles,BSNL.

Sub:-Review of Pyari Jodi Tariff in view of the low ARPU.

In view of the low ARPU of Pyari Jodi customers, it is proposed to revise the tariff of Pyari Jodi scheme. The Pyari Jodi Scheme is marketed with the USP of free local calls to one BSNL Landline/WLL Number. It is requested that the following proposed changes may kindly be examined by the S& M teams of the circles.

S.No.	Proposed Changes in tariff of Pyari Jodi	Feedback/Suggestions from Circles
a.	No free talk time with FRC	Agreed/ not agreed with the proposed change. If Not agreed, kindly give reason and alternate suggestion for the particular point.
b.	No free Data usage/SMS	
c.	Voice call charges should be <ul style="list-style-type: none">• Local/STD On Net:- 1.2p/sec• Local/STD Off Net:- 1.5p/sec	
d.	Reduced call charges to one local number to be reviewed	
		Suggestion requested for point (d)

Kindly, give the feedback/suggestion within 3 working days (latest by 26/08/2011), so that the changes can be implemented in time bound manner. The ARPU of Pyari Jodi Scheme is also enclosed for ready reference please.

This is issued with the approval of competent authority.

D.G.M (Pricing-CM)
P&P-Cell, BSNL CO

Copy to:

1. GM (VAS, S&M), for necessary feedback on the above pl.
2. GM (Finance-CM), for kind information pl.
3. DGM(S&M), for kind information pl.