

Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

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No. 26-17/2009-R&C (Pt.)

Date: 22.09.2017

Circular T&C-CM No. 50/17-18

To

All CGMs- Telecom Circles/ Telephone Districts.


Sub: Launch of free PRBT Tunes with STVs as festival offer.

It has been decided by competent authority to Launch of free PRBT Tunes with STVs as festival offer for all the four zones' subscribers as under:

S. No.	Price of Prepaid PRBT bundled STV (In Rs.)	Description/ Offer name	Features of STVs (Data/ Voice Usage Value/Validity)	Validity of Free PRBT Service (in days)
1	Rs. 83/-	Free BSNL Tune Offer	Applicable as per "STV 78/-"	3
2	Rs. 258/-	Free BSNL Tune Offer	Applicable as per "STV 249/-"	28

Note: If denomination is not technically feasible/denomination is not free in any particular Telecom Circle, the denomination may be fixed in the range of +/- Rs. 3 but should not be in multiple of Rs.10.

- The above tariff will be applicable with immediate effect. The implementation of the tariff is to be made in accordance with 43rd Amendment of Telecom Tariff Order and orders/guidelines/clarifications issued by TRAI from time to time.
- This may be brought to the notice of all concerned for taking necessary action in this regard. Press note and proper advertisement as deemed fit may be made to promote bundled STV's with BSNL tune. Circle/Nodal centres may also send promotional SMS to all BSNL subscribers conveying the above tariff.
- Circles have to update their website and report the same to TRAI as per tariff reporting requirement of TRAI.
- Nodal centres are requested to integrate the above mentioned plan with IN with immediate effect.
- M/s Pyro is requested to implement the above mentioned plan and integrate with concerned PRBT vendors in their system and promote the same with retailers.
- Circles/Nodal Centres are requested to send daily activation report of above mentioned data STV to the BSNL CO VAS cell.
- M/s IMI Mobile /M/s OnMobile should do integration with retail VAS platform of M/s Pyro to ensure activation of BSNL tune service along with BSNL signature tune simultaneously upon the recharge of above mentioned bundled STV.
- BSNL Nodal centre shall share the MSISDN detail of the above mentioned bundled data STV users with the PRBT vendors on regular basis for reconciliation purpose.
- This circular has been issued based on approval of the Competent Authority in VAS CM cell File No. VAS-3/PRBT-2014/IMI (Vol-I pt). Queries/clarification/feedback in respect of above tariff may be addressed to VAS cell, C.O., BSNL, New Delhi and may be sent on duosatender@bsnl.co.in.
- Appropriate GST guidelines already issued by Corp. Office may kindly be followed.


(N. S. Dhami)
DGM (T&C-CM)

Copy to:

- CMD, BSNL.
- Directors- CM/ CFA/ EB/ HR/ Fin, BSNL.
- ED-Fin/ CA / NB, BSNL.
- All PGMs / GMs, BSNL C.O.
- GM (IT) for making necessary update in website and place in news item.
- PGM (Sales & Marketing)- for marketing initiative.
- GMs (CMTS -Billing Centre).
- GM (VAS-Tech)/GM (NWO)/PGM (P&P-CM)/PGM (EB)/GM (EB-I)/ GM (EB-II)/ Sr. GM (EB-F)/PGM (Regulation), BSNL C.O.
- M/s Pyro -For integration and necessary action please.
- M/s IMI Mobile & M/s OnMobile - for information and necessary action please.
- GM (Nodal) Centres for implementation and necessary action please.
- Director General P & T Audit, Delhi- 110054.
- OL Section -for Hindi version.
- Guard file.


(Rakesh Arya)
Dy. Manager (T&C-CM)