

No. 26-07/2015-T&C-CM

Date: 31.07.2017

Circular T&C-CM No. 29/17-18

To

All CGMs- Telecom Circles/ Telephone Districts.

Sub: Promotional offer for Smart Phone users under GSM mobile services-reg.


The competent authority has decided to offer as under:-

Smartphone offer:-

One GB free Data with 30 days validity is to be offered once during August'2017 for those Smart Phone (Andriod, Apple iOS, Blackberry OS, Windows OS, BADA and WebOS etc.) users who are not using BSNL GSM Data services for last one month

Note: Circles mandatorily have to provide the feedback regarding performance of this scheme before 15th Sept. 2017 in following format:-

- (a) Number of smart phone customers to whom free data given during August'2017.
 - (b) Number of smart phone customers used free data given during August'2017.
 - (c) Number of smart phone customers started using Data STVs after 1GB free data given in August'2017
2. The above offer may be given once during August' 2017 as per circle/zone specific feasibility/scenario.
 3. 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. Circles should report the same to TRAI as per tariff reporting requirement of TRAI and TRAI regulations contained in Ir. No. 5-5/2008/regl Dated 16.06.2008 issued from Regulation cell BSNL CO.
 4. **Circles shall report to TRAI offered without reference to any other circular as also detailed vide this office letter no. 11-11/2012-T&C-CM dated 03.02.2017 uploaded on intranet on 06.02.2017. Circles shall report to TRAI with date of implementation of the tariff in reporting circle without reference to any other circular. TRAI has directed to ensure that the Reporting shall also contain Name, Designation and contact number of the authorized reporting officer/signatory for future reference. However, the circles should not endorse/send this circular for tariff reporting purpose and the content of the tariff should only be reported for tariff reporting.**
 5. 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. Circles may also send SMS conveying the above tariff to the customers.
 6. This circular is issued based on the approval of ECT vide Approval No.2928 dated 28.07.2017 in P&P-CM Cell file No.3-38/2009/P&P-CM(PT.II). Queries/clarification/feedback in respect of above tariff may be addressed to Product and Pricing- CM Section, C.O., BSNL, New Delhi and monthly feedback may be sent on hqcm.pp@gmail.com, hqcm_pp@bsnl.co.in.


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

Copy to:

- 1) CMD, BSNL.
- 2) Directors- CM/CFA/EB/HR/Fin, BSNL.
- 3) ED-Fin/CA/NB, BSNL.
- 4) All PGMs / GMs, BSNL C.O.
- 5) GM (IT) - for making necessary updation in website and place in news item.
- 6) PGM (Sales & Marketing)- for marketing initiative.
- 7) GMs (CMTS -Billing Centres).
- 8) GM (VAS-Tech)/GM (NWO-CM)/PGM (P&P-CM)/PGM (Regulation), BSNL C.O.
- 9) Director General P & T Audit, Delhi- 110054.
- 10) OL Section –for Hindi version.
- 11) Guard file.


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