

Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

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No. 26-18/2010-T&C-CM

Date: 27.09.2013

Circular T&C-CM No. 44/13-14

Sub: Promotional offers on the occasion of BSNL Day under GSM services-reg.

On the occasion of BSNL Day and festivals like Mahatma Gandhi Jayanti, Dussehra, Id-ul-Zuha, Christmas etc., as a goodwill gesture, it has been decided by the Competent Authority to offer the following promotional offers under GSM services.

A. Full usage value equal to MRP on Top-up vouchers/C-top-up/Flexi top-up with MRP of Rs.100 to Rs.199. This offer is applicable for a limited period of 15 days in a month for 3 months (October, November and December) w.e.f. 01.10.2013.

B. Normal SIM with MRP of Rs.20 to be offered free of cost for all new activations for 7 days from 1st October, 2013 to 7th October, 2013.

C. 10% extra on existing bundled free data usage for all STVs with MRP of Rs.98 and above under prepaid services and for all data plans under postpaid services. This scheme is available for a period of 90 days w.e.f. 01.10.2013.

2. 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 generate adequate response. Circles may also send SMS conveying the above scheme to the customers.

3. This circular is issued based on ECT approval No. 1279 dated 27.09.2013. For queries/clarification/feedback in respect of above tariff, the communication may be addressed to Product and Pricing- CM Section, C.O., BSNL, New Delhi at hqcm.pp@gmail.com, hqcm_pp@bsnl.co.in for further review of the scheme.

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

Ph. 011-23327658

To
All CGMs- Telecom Circles/ Telephone Districts.

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 update in website and place in news item.
- 6) Sr. GM (Sales & Marketing)- for marketing initiative.
- 7) GMs (CMTS/CDMA-Billing Centre).
- 8) GM (VAS-Tech)/GM (NWO)/PGM (Regulation), BSNL C.O.
- 9) Director General P & T Audit, Delhi- 110054.
- 10) OL Section –for Hindi version.
- 11) Guard file.

(Subrat Kumar Mohakud)
Dy. Manager (T&C-CM)