



To,

1. All CGM CMTS Zonal Nodal
Chandigarh/Trichy/Pune/Kolkata
2. M/s OnMobile
3. M/s IMI

Subject Provision of free PRBT for all postpaid subscribers except CUG on eve of New Year- regarding

Approval of competent authority is hereby conveyed for provisioning of free PRBT service in all Circles for all postpaid subscribers except CUG customers on the eve of New Year i.e. 01.01.2018. The commercial and technical details of offer is here as under:

- i. BSNL will provide free PRBT subscription to all non-PRBT POST-PAID subscribers except CUG with free default signature.
- ii. There shall be following category of PRBT subscribers under the offer:
 - a. Subscriber with free PRBT subscription and free default signature and unbranded Tunes (say Cat A).
 - b. Subscriber with free PRBT subscription and chargeable (Rs 12/- per month) Premium Tunes from limited catalogue (say Cat B).
 - c. Subscriber with chargeable PRBT subscription (Rs 30 per month) and chargeable (Rs 12/- per month) Premium Tunes from full catalogue (say Cat C).
- iii. All non-PRBT POST-PAID subscribers are to be initially given free additional signature Tunes which PRBT vendors have to develop at no cost to BSNL. Such subscribers will have option to deactivate PRBT subscription at any given point of time, if they wish.
- iv. Cat A subscribers shall be later offered a limited catalogue of up-to 50 premium songs for which subscribers are to be charged Rs 12.00 per month (as per existing tariff). In turn PRBT vendors shall make efforts to convert such "free PRBT subscription subscriber" to "Limited catalogue Premium Song PRBT subscriber (Cat B)". Out of Rs 12.00 BSNL shall pay Rs 5+Rs 1 to PRBT vendors. Additional Re 1 is to be paid to PRBT vendors as incentive.

VAS Branch
124, Bharat Sanchar Bhawan
Janpath, New Delhi-110001
Tel No.: 011- 23329725, Fax 23327305
Email: dkagrawal@bsnl.co.in



भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

- v. Cat A and Cat B subscribers shall be offered a bigger catalogue of premium songs. If opted such subscriber will become Cat C subscriber (normal PRBT subscriber). Out of Rs 30.00 subscription fee BSNL shall pay Rs 5+Rs 1 to PRBT vendors. Out of Rs 12.00 song fee BSNL shall pay Rs 5+Rs 1 to PRBT vendors. Additional Re 1+1 is to be paid to PRBT vendors as incentive.
- vi. Name Tune shall be considered as Premium Song.
- vii. If new short codes etc. are required for the service the same shall be issued by BSNL free of cost.
- viii. The above offer shall also be valid for all future POST-PAID subscribers.

Following commercials shall be paid to BSNL to PRBT vendors:

- a. PRBT vendors are to be paid Re 1.10 as monthly subscription fee for this offer.
- b. If PRBT vendors converts free PRBT subscribers to Lim. Catalogue Premium Song subscribers then BSNL shall pay Rs 6 (Rs 5 as fee and Re 1 as incentive)to PRBT vendors out of Rs 12 received from subscribers.
- c. If PRBT vendor's converts free PRBT subscribers to normal PRBT subscribers then BSNL shall pay Rs 12 (Rs 5 as subscription fee, Rs 5 as content fee and Re 1+1 as incentive) to PRBT vendors out of Rs 42 received from subscribers.

The offer may be made valid for period of three months only. After three months financial impact/performance of the scheme shall be reviewed for its continuity.

S.K. Dua
29/12
(S K Dua)

DM (VAS-II-2)

Copy to:

1. M/s Pyro and M/s Netxcell to implement the offer by 01.01.2018.
2. PGM (CMTS Nodal) Chandigarh/Trichy/Pune/Kolkata to share necessary data with M/s IMI and OnMobile and co-ordinating with all concerned.