

Bharat Sanchar Nigam Ltd.

(A Government of India Enterprise)

Tariff & Costing-CM Section, Corporate Office,
1st Floor, Bharat Sanchar Bhawan,
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Tel. No.011-23037200 Fax No.011-23329125



No. 26-4/2012-T&C-CM

Date: 07.02.2014

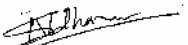
Circular T&C-CM No. 81/13-14

To
The Chief General Manager,
Karnataka Telecom Circle, BSNL.

Sub: Volume based data tariff for Karnataka Circle –reg.

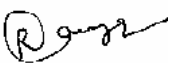
In order to increase the data revenue, it has been decided by the Competent Authority to make the data tariff attractive by reducing the data charges under postpaid mobile services for your circle as under:

- i) The volume based data charging to be changed from present rate of “1 paisa/10KB” to “4 paisa/100KB).
 - ii) “Data charges beyond free usage” to be changed from present rate of “1paisa/10KB” to “2paisa/100KB” for data add-on plan of Rs. 666 and “1paisa/100KB” for data add-on plans of Rs. 901 and 1711.
2. The above tariff will be applicable with effect from **15.02.2014**.
 3. All other terms and conditions will remain the same.
 4. This may be brought to the notice of all concerned for taking necessary action. The tariff has been slashed drastically to attract the subscribers, as suggested by S&M Branch, following advance preparation of sales promotion activities, before the implementation, may be done to create real impact in the market in order to reap the real benefit:
 - **Print ad in newspaper which are the most popular in the state.**
 - **Pointer advertisement at regular intervals.**
 - **Internal marketing among BSNL sales channels/CSCs/call centers.**
 - **Insertion of suitable announcement in the IVR of call center during customer waiting period.**
 - **BSNL tune on all service numbers.**
 - **Availability of tariff cards, posters, danglers and pamphlets at all points of sales.**
 - **Replacement of flex prints on departmental buildings.**
 - **Playing of Radio jingles.**
 - **Some road shows at prime locations.**
 5. This circular is issued based on approval in S&M-CM File No.4-48/2013-14/SM-CM(KW). For queries/clarification/ feedback in respect of above tariff, the communication may be addressed to P&P-CM Section, Corporate Office, BSNL, New Delhi on e-mail ID: hqcm_pp@gmail.com, hqcm_pp@bsnl.co.in.


(N. S. Dhami)
AGM (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 update in website and place in news item.
6. Sr. GM (Sales & Marketing)- for marketing initiative.
7. GM (CMTS) South Zone 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.


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