

Value Added Services Cell,  
Corporate Office,  
1<sup>ST</sup> Floor, Bharat Sanchar Bhawan,  
H.C. Mathur Lane, Janpath New Delhi-



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

No. 200-68/2009-VAS

Dated: 28-02-2012

To-

Chief General Manager  
All Telecom Circles

**Sub: Insertion in Welcome Kit - "BSNL Hello TV" for Datacards and "BSNLLive" for SIMs**

It has been decided that access information regarding BSNL branded service be made available through Welcome kit issued to subscribers at the time of sale of SIM or Datacard. This will help popularize the services and make it easier to the User to access these services. Attached is the text on two services – "BSNL Hello TV for Datacard" and "BSNLLive" to be inserted henceforth in the Welcome kit printed by Circles.

**A: BSNL Hello TV for PC/Laptop – Enjoy Live TV on the go!**

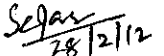
Welcome to the world of entertainment. Whether travelling or stuck in office, never miss your favourite TV programs. Now get an access to over **50 channels** anywhere anytime for as low as **Rs.1/day**. For more information visit [bsnl.hellotv.in](http://bsnl.hellotv.in)

**B: BSNL LIVE**

It is one stop destination for entertainment on your mobile. Watch Live TV channels on the go, enjoy full length movies, and download the latest games, videos, music, ringtones and much more. You pay no monthly rental or activation charges for accessing **BSNLLIVE**. To access BSNLLIVE: Visit <http://bsnllive.in> from your mobile browser.

Settings: Set "[bsnllive](http://bsnllive.in)" as the default Access Point Name (APN). For streaming Live TV & Movies: Set "[bsnlstream](http://bsnllive.in)" as the default APN under streaming. The APN setting will be automatically sent to your phone. You may also request for the setting by sending an SMS with <MAKE>space<MODEL> to 58355; ex: send NOKIA N95 to 58355. Visit [www.bsnllive.info](http://www.bsnllive.info) for more info.

This may be brought to the notice of all concerned for implementation with immediate effect. This issues with the approval of the competent authority.

  
28/2/12  
(S. C. Parashar)  
AGM (VAS-II)

Phone - 9868243222

Copy to:

- (1) CMD/ All Directors, BSNL Board, New Delhi: for kind information.
- (2) Sr. GM (S&M-CM), BSNL CO, New Delhi
- (3) All VASPs providing BSNL branded VAS